

《14151 商务英语听说(二)》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实用、最有效的商务交际技能。

(二)、课程目标

《商务英语听说(二)》是商务英语专业专科第二阶段重要的实践课程，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：商务预约、会见客户、商务宴请礼仪、走访工厂、产品介绍与服务、商务差旅、商务着装规范、商务会议介绍与主持、商务演示文稿的介绍与制作、团队精神、职业规划与辞职、求职面试等商务听说技能。

二、考核内容和考核目标

Unit 1 I Stalked Steve Jobs

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

To listen for the main idea;

To introduce musts for making and keeping appointments in China;

To arrange a visit for a client;

To tell Chinese stories about keeping appointments and trustworthiness.

2. Course Content 课程内容:

Dialogues about career idols and business role models;

Sharing the influence of role models on work attitudes and goals;

Vocabulary related to admiration and career inspiration.

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

Core expressions for talking about role models and inspiration;

Listening comprehension of details about idol-related stories;

Oral ability to express personal career admiration and inspiration.

Unit 2 It's a Shame to Leave You Alone

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

To listen for specific information;

To meet a client at the airport;

To arrange lodgings for a client;

To receive a client at the office;

To introduce do's and don'ts about receiving clients in China.

2. Course Content 课程内容:

Expressions of sympathy and comfort in workplace setbacks;

Comforting colleagues for work difficulties or losses;

Responding to others' comfort appropriately.

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

Consolation and sympathy expressions;

Listening to grasp the key points of others' work troubles;

Oral practice of comforting others in business contexts.

Unit 3 It's Been Such a Lovely Evening

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

To use euphemism for criticism;

To arrange a tour for clients;

- To make clients at home with your treat;
- To describe a good experience as a client;
- To introduce business banquet etiquette in China.

2. Course Content 课程内容:

- Polite farewell remarks for business dinners and social parties;
- Expressing thanks to the host and compliments on the event;
- Arranging follow-up contacts after the gathering.

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

- Farewell and thanks expressions for business social events;
- Listening comprehension of ending dialogue details;
- Oral ability to complete a formal business gathering farewell.

Unit 4 Welcome to Visit Our Factory

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

- To select relevant information while listening;
- To ask proper questions when visiting a factory;
- To introduce your factory or company to a visitor;
- To talk about Corporate Social Responsibility (CSR).

2. Course Content 课程内容:

- Greeting factory visitors;
- Introducing factory layout;
- Production processes and corporate strengths;
- Answering visitors' on-site questions; seeing off visitors after the visit.

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

- Vocabulary and expressions for factory introduction and reception;
- Listening to catch key information of factory visiting dialogue;
- Oral role-play of receiving factory visitors and on-site explanation.

Unit 5 A Good Product Sells Itself

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

To predict or guess meanings while listening;

To describe a product or service appropriately;

To ask about a product or service;

To talk about scientific and technological innovations in China.

2. Course Content 课程内容:

Describing product features, advantages and usage scenarios;

Answering customers' questions about products;

Simple product promotion dialogues in different business situations.

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

Product introduction and promotion expressions;

Listening comprehension of product key information;

Oral ability to introduce products and highlight selling points persuasively.

Unit 6 Have a Nice Trip

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

To summarize the main idea;

To talk about what business travel is;

To describe appropriate behaviors on a business trip;

To talk about the characteristics of Chinese business travel.

2. Course Content 课程内容:

Expressing good wishes for business trips;

Inquiring about and confirming business travel schedules and arrangements;

Caring about travel safety and work preparation for business trips.

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

Business travel wish and arrangement expressions;

Listening to catch travel plan details;

Oral practice of sending off business travelers and communicating travel arrangements.

Unit 7 Save the Fancy Clothes for the Holidays

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

- To understand spoken English with different accents;
- To dress appropriately for a job interview;
- To differentiate rules of fashion;
- To talk about Chinese business dress code.

2. Course Content 课程内容:

- Dialogues about business casual and formal dressing requirements;
- Discussing dressing etiquette for meetings,
- Visits and daily work; sharing personal dressing habits in workplace.

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

- Vocabulary and expressions for business dress codes;
- Listening comprehension of dressing requirement details;
- Oral ability to talk about business dressing etiquette and personal views.

Unit 8 "No" to President's Meeting

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

- To describe stages of a business meeting;
- To distinguish types of meetings;
- To tell a good meeting from a bad one;
- To chair a meeting;
- To describe Steve Job's attitude to meetings.

2. Course Content 课程内容:

- Expressing refusal for unwanted business meetings and work arrangements;
- Stating reasonable reasons for refusal;
- Offering alternative solutions if necessary.

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

Polite refusal expressions in business;

Listening to grasp the key points of work arrangement requests;

Oral ability to refuse business arrangements appropriately with reasons.

Unit 9 Turn a Graph into a Story

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

To explain the structure of a business presentation;

To use charts, graphs and tables to assist your presentation;

To draw a graph by listening to a presentation text;

To clarify the causes of bad presentations;

To turn a graph into a story;

To tell stories of specific goals in MIC 2025 of China with the help of graphs.

2. Course Content 课程内容:

Describing different types of business charts (line chart, bar chart, pie chart);

Analyzing data changes, trends and proportions;

Interpreting chart information and expressing business insights briefly.

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

Business chart description vocabulary and expressions;

Listening comprehension of chart-related data analysis;

Oral ability to describe and interpret business charts fluently.

Unit 10 Come Together, Succeed Together

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

To listen for implied meanings and draw inferences;

To tell what teamwork is;

To communicate as an effective team member in the workplace;

To talk about successful Chinese business teamwork.

2. Course Content 课程内容:

Dialogues about team work experience and team building activities;

Discussing the importance of cooperation and communication in teams;

Solving team cooperation problems briefly.

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

Team cooperation and team building expressions;

Listening to catch key information of team work dialogues;

Oral ability to talk about team cooperation experience and views.

Unit 11 To Quit or Not to Quit

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

To distinguish facts from opinions;

To express discontent about the current job;

To tell how to balance themselves and their job;

To describe opportunities to attain your career goals;

To tell Chinese or other stories about "quitting".

2. Course Content 课程内容:

Discussing the reasons for job resignation and career confusion;

Sharing considerations of "to quit or not to quit";

Talking about career planning and job choice factors.

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

Career choice and resignation-related expressions;

Listening comprehension of career decision dialogue details;

Oral ability to express personal career confusion and views on job choices.

Unit 12 I Can Make Excel Sing

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

To distinguish a speaker's attitude from moods;

To tell procedures of a job interview;

To tell preparations for a job interview;

To use the right strategy to impress your prospective boss;

To anticipate the FAQs (frequently asked questions) in an interview and to respond

appropriately.

2. Course Content 课程内容:

Dialogues about Excel and common office software operation skills;

Sharing how to use office tools to improve work efficiency;

Introducing office software functions and application scenarios in work.

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

Office software (Excel) related vocabulary and expressions;

Listening to catch key information of office skill sharing;

Oral ability to talk about office software skills and work efficiency improvement.

三、考核内容和题型

(一) 参考教材与考核内容

参考教材为:《商务英语视听说教程 2》,姜荷梅主编,上海外语教育出版社,2024年8月第1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

《商务英语听说(二)》要求考生具有如下实践能力:

1. 口语部分考核要求

商务英语口语要求考生具有如下实践能力:

(1) 能就所学课文内容(含听力文本材料)进行问答、复述和讨论;

(2) 能作三至五分钟的即席发言,说话比较流利,语音语调自然,语法基本正确;

(3) 能在一般商务场合进行交谈,达到交际目的。

2. 听力部分考核要求

商务英语听力要求考生具有如下实践能力：

(1) 能完成填空听写，听写材料根据学过的商务知识编写，长度约 150 个单词。

(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) 能听懂英语国家人士就一般商务题材所做的会谈、演讲等，并能够用英语做简要的笔记。

(三) 考试题型

商务英语听说(二)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，题型有三种。

题型	考试方式	考试时间	计分
对话朗读	抽取一篇商务英语对话，例如商务预约、商务会谈、公司报告、市场分析等，让两位考生在规定时间内朗读	约 4 分钟	10 分
问题回答	考官提出 4-5 个商务相关的开放性问题，如“谈谈你对团队合作或企业文化重要性的理解”、“如何介绍产品”、“如何制定有效的销售策略”，考生进行回答，每个问题回答时间约 1-2 分钟	约 8 分钟	20 分
角色扮演	考生根据给定的商务情景，如商务会议、投	约 8 分钟	20 分

	诉处理等进行模拟交流对话，展现其问题解决和沟通能力。		
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(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, D 四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?

试题： Question: Where did Sue work before joining the current 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, D 四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.
- D. Dressing as casually as possible.

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

该部分选取长度约 200 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.

第二部分问题回答，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?

Why is understanding what your competitors are doing very important in market research?

What is the role of technology in market research?

What are the functions of market research in your opinion?

第三部分角色扮演，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：

外贸订单价格与交货期谈判

场景：A 作为海外进口商，计划向 B 所在的家居用品工厂订购一批纯棉浴室套装，用于本国超市销售。双方就产品报价、订单数量、折扣力度、交货时间、付款方式展开商务谈判，需在友好沟通中达成一致意见。

考生 A 卷（考生独立使用，禁止向 B 透露信息）

角色：澳大利亚 Home Comfort 进口公司 采购经理（Purchasing Manager）

对话要点：

1. 说明计划订购 500 套纯棉浴室套装，认为工厂报价偏高
2. 提出将订单量提升至 800 套，要求给予 10%以上批量折扣
3. 询问最快交货时间，要求 45 天内完成发货
4. 希望采用 30%预付款+70%见提单副本付款的方式
5. 确认产品包装要求，表达达成合作的期待

考试要求：语言流畅、谈判逻辑清晰、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：Hometex 家居用品厂 外贸业务员（Foreign Trade Salesman）

对话要点：

1. 解释报价包含原材料成本、质检费用与出口包装费
2. 同意 800 套订单给予 9%折扣，说明这是最优合作价
3. 承诺 40 天内完成生产并安排发货
4. 接受客户提出的付款方式，确认付款节点
5. 告知产品采用出口专用纸箱包装，保证运输安全

考试要求：语言流畅、谈判逻辑清晰、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
对话朗读	发音准确，语音语调自然，符合英语表达习惯	5	10
	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	10	20
	回答有清晰的逻辑结构，条理分明	10	
角色扮演	能运用多样词汇和复杂句式进行表达	5	20
	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	