商务英语本科课程教学大纲

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开课部门：商学院

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一、课程基本信息

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| 课程名称 | 中文 | 商务英语 | | |
| 英文 | Business English | | |
| 课程代码 | 18119050200 | | 课程性质 | 专业选修课 |
| 课程学分 | 2 | | 课程学时 | 32 |
| 适用专业 | 经济学与闽台经济 | | 课程组负责人 |  |
| 课程组成员 | 沈汉溪 | | | |
| 先修课程 | 大学英语 | | | |
| 选用教材 | 经济学专业英语教程（精编版）, 宋利芳主编，中国人民大学出版社，2013.6 | | | |
| 参考书目 | 经济学原理(第6版)(英文版), [N.格雷戈里·曼昆 (N.Gregory Mankiw)](https://www.amazon.cn/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=N.%E6%A0%BC%E9%9B%B7%E6%88%88%E9%87%8C%C2%B7%E6%9B%BC%E6%98%86+%28N.Gregory+Mankiw%29&search-alias=books)清华大学出版社，第1版 (2017年3月1日) | | | |
| 推荐教材 | 经济学专业英语教程（精编版）, 宋利芳主编，中国人民大学出版社，2013.6 | | | |

二、课程目标

**（一）课程具体目标**

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| **序 号** | **课程具体目标** |
| 课程目标1 | 比较系统地掌握英语，能较顺利地阅读专业文献 |
| 课程目标2 | 熟练掌握一门外语（英语），具备较强的外语听、说、读、写、译能力 |
| 课程目标3 | 了解经济学理论发展前沿和实践发展现状 |
| 课程目标4 | 具有将专业知识融会贯通，综合运用专业知识分析和解决问题的能力。 |

**（二）课程目标与毕业要求的关系**

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| **课程目标** | **支撑的毕业要求** | **支撑的毕业要求指标点** |
| 课程目标1 | 培养目标2 | 比较系统地掌握英语，能较顺利地阅读专业文献 |
| 课程目标2 | 毕业要求1:工具性知识要求 | 1.1熟练掌握一门外语（英语），具备较强的外语听、说、读、写、译能力 |
| 课程目标3 | 毕业要求2:专业知识要求 | 2.4了解经济学理论发展前沿和实践发展现状 |
| 课程目标4 | 毕业要求3：能力要求 | 3.3具有将专业知识融会贯通，综合运用专业知识分析和解决问题的能力。 |

三、课程教学要求与重难点

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| **序号** | **课程内容框架** | **教学要求** | **教学重点** | **教学难点** |
| 1 | Unit 1  Text: Demand and Supply （需求与供给） | 掌握价格的决定；需求表和需求曲线；供给表和供给曲线；需求的变化；供给的变化 | 1. Key words  2. How are prices determined?  3. Demand schedules and curves  4. Supply schedules and curves  5. Changes in demand  6. Changes in supply  7. Questions | 1. How are prices determined?  2. Demand schedules and curves  3. Supply schedules and curves  4. Changes in demand  5. Changes in supply |
| 2 | Unit 2  Text: Cost of Production（生产成本） | 掌握什么是成本；成本的不同测量 | 1. Key words  2. What are costs?  3. The various measures of cost  4. Questions | 1. What are costs?  2. The various measures of cost |
| 3 | Unit 3  Text: Monopoly（垄断） | 掌握垄断为什么会产生；垄断的公共政策 | 1. Key words  2. Why monopolies arise  3. Public policy toward monopolies  4. Questions | 1. Why monopolies arise  2. Public policy toward monopolies |
| 4 | Unit 4  Text: Oligopoly（寡头垄断） | 掌握寡头垄断的特征；寡头垄断的价格和产出决定；寡头垄断的评价 | 1. Key words  2. Characteristics of oligopoly  3. Price and output decisions for an oligopolist  4. An Evaluation of Oligopoly  5. Questions | 1.Characteristics of oligopoly  2. Price and output decisions for an oligopolist  3. An Evaluation of Oligopoly |
| 5 | Unit 5  Text: Gross Domestic Product（国内生产总值） | 掌握国内生产总值的计算；GDP和GNP；GDP和NDP的概念；实际和名义GDP；增长与GDP；GDP测量的问题 | 1. Key words  2. Calculating gross domestic product  3. GDP and GNP  4. GDP and NDP  5. Real and nominal GDP  6. Growth and GDP  7. Problems of GDP measurement  8. Questions | 1. Calculating gross domestic product  2. GDP and GNP  3. GDP and NDP  4. Real and nominal GDP  5. Growth and GDP  6. Problems of GDP measurement |
| 6 | Unit 6  Text: Inflation（通货膨胀） | 掌握通货膨胀率的测量；影响通货膨胀率的因素；通货膨胀的效应 | 1. Key words  2. Measuring the inflation rate  3. Factors affecting the rate of inflation  4. Effects of inflation  5. Questions | 1. Measuring the inflation rate  2. Factors affecting the rate of inflation  3. Effects of inflation |
| 7 | Unit 7  Text: Money and Banking（货币与银行） | 了解货币的概念；货币的功能；货币的特征；银行和银行存款；银行贷款和信用创造；银行存款和储蓄 | 1. Key words  2. What is money?  3. The functions of money  4. Characteristics of money  5. Banks and bank deposits  6. Bank lending and creation of credit  7. Bank deposits and savings  8. Questions | 1. What is money?  2. The functions of money  3. Characteristics of money  4. Banks and bank deposits  5. Bank lending and creation of credit  6. Bank deposits and savings |
| 8 | Unit 8  Text: Foreign Exchange and Exchange Rate（外汇与汇率 | 掌握外汇市场和汇率的概念；外汇制度；汇率的决定 | 1. Key words  2. Foreign exchange market and exchange rate  3. Foreign exchange regimes  4. Exchange rate determination  5. Questions | 1.Foreign exchange market and exchange rate  2. Foreign exchange regimes  3. Exchange rate determination |
| 9 | Unit 9  Text: The Balance of Payments（国际收支） | 了解国际收支的定义和国际收支的重要性；影响国际收支的经济因素；国际收支的原则和构成；如何看待国际收支 | 1. Key words  2. Definition and importance of the balance of payments  3. Economic factors affecting the balance of payments  4. Principles and composition of the balance of payments  5. Ways of looking at the balance of payments  6. Questions | 1.Definition and importance of the balance of payments  2. Economic factors affecting the balance of payments  3. Principles and composition of the balance of payments  4. Ways of looking at the balance of payments |
| 10 | Unit 10  Text: Fiscal and Monetary Policy（财政政策与货币政策） | 掌握稳定的政策；财政政策和货币政策 | 1. Key words  2. Stabilization policy  3. Fiscal policy  4. Monetary policy  5. Questions | 1. Stabilization policy  2. Fiscal policy  3. Monetary policy |
| 11 | Unit 11  Text: Population（人口） | 了解人口规模和人口类型的重要性；劳动力；失业和就业；人口的自然增长 | 1. Key words  2. Importance of the size and type of population  3. Labor force  4. Unemployment and employment  5. Natural increase of population  6. Questions | 1.Importance of the size and type of population  2. Labor force  3. Unemployment and employment  4. Natural increase of population |
| 12 | Unit 12  Text: Environmental Protection（环境保护） | 掌握外部性的概念；环境污染的类型；环境污染的成因；环境污染的控制 | 1. Key words  2. Externality  3. Forms of environmental pollution  4. Causes for environmental pollution  5. Controls of environmental pollution  6. Questions | 1. Externality  2. Forms of environmental pollution  3. Causes for environmental pollution  4. Controls of environmental pollution |
| 13 | Unit 13  Text: WTO（世界贸易组织） | 掌握世界贸易组织的目标和功能；WTO的组织机构；WTO的基本原则 | 1. Key words  2. Objectives and functions of the WTO  3. Institutional structures of the WTO  4. Basic principles of the WTO  5. Questions | 1.Objectives and functions of the WTO  2. Institutional structures of the WTO  3. Basic principles of the WTO |
| 14 | Unit 14  Text: Nontariff Barriers（非关税壁垒） | 掌握非关税壁垒的定义；进口配额；自愿出口限制；产品标准；国内要素含量标准；政府采购规定；欧洲边界税收；行政分类；服务贸易的限制；贸易相关投资措施；附加限制；影响贸易的附加国内政策 | 1. Key words  2. Definition of nontariff barriers to trade  3. The import quotas  4. Voluntary export restraints (VERs)  5. Product standards  6. Domestic content requirements  7. Government procurement provisions  8. European border taxes  9. Administrative classification  10. Restrictions on services trade  11. Trade-related investment measures  12. Additional restrictions  13. Additional domestic policies that affect trade  14. Questions | 1.Definition of nontariff barriers to trade  2. The import quotas  3. Voluntary export restraints (VERs)  4. Product standards  5. Domestic content requirements  6. Government procurement provisions  7. European border taxes  8. Administrative classification  9. Restrictions on services trade  10. Trade-related investment measures  11. Additional restrictions  12. Additional domestic policies that affect trade |
| 15 | Unit 15  Text: Foreign Aid（外国援助） | 掌握外国援助的定义；为什么援助国会援助；为何欠发达国家会接受援助；援助的效果；结论：外国援助的新观点 | 1. Key words  2. Definition of foreign aid  3. Why donors give aid  4. Why LDC recipients accept aid  5. The effects of aid  6. Conclusions: Toward a new view of foreign aid  7. Questions | 1. Definition of foreign aid  2. Why donors give aid  3. Why LDC recipients accept aid  4. The effects of aid  5. Conclusions: Toward a new view of foreign aid |
| 16 | Unit 16  Text: Economic Globalization（经济全球化） | 掌握经济全球化的现象；全球化的好处；全球化的定义；全球化的三个维度；全球化的本质 | 1. Key words  2. Phenomena of economic globalization  3. Benefits of globalization  4. Concepts of globalization  5. Three dimensions of globalization  6. Essence of globalization  7. Questions | 1.Phenomena of economic globalization  2. Benefits of globalization  3. Concepts of globalization  4. Three dimensions of globalization  5. Essence of globalization |

四、课程教学内容、教学方式、学时分配及对课程目标的支撑情况

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| **序号** | **课程内容框架** | **教学内容** | **教学方式** | **学时** | **支撑的**  **课程目标** |
| 1 | Unit 1  Text: Demand and Supply （需求与供给） | 1.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 1.2 How are prices determined? |
| 1.3 Demand schedules and curves |
| 1.4 Supply schedules and curves |
| 1.5 Changes in demand |
| 1.6 Changes in supply |
| 2 | Unit 2  Text: Cost of Production（生产成本） | 2.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 2.2 What are costs? |
| 2.3 The various measures of cost |
| 3 | Unit 3  Text: Monopoly（垄断） | 3.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 3.2 Why monopolies arise |
| 3.3 Public policy toward monopolies |
| 4 | Unit 4  Text: Oligopoly（寡头垄断） | 4.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 4.2 Characteristics of oligopoly |
| 4.3 Price and output decisions for an oligopolist |
| 4.4 An evaluation of oligopoly |
| 5 | Unit 5  Text: Gross Domestic Product（国内生产总值） | 5.1. Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 5.2 Calculating gross domestic product |
| 5.3 GDP and GNP |
| 5.4 GDP and NDP |
| 5.5 Real and nominal GDP |
| 5.6 Growth and GDP |
| 5.7 Problems of GDP measurement |
| 6 | Unit 6  Text: Inflation（通货膨胀） | 6.1. Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 6.2. Measuring the inflation rate |
| 6.3. Factors affecting the rate of inflation |
| 6.4 Effects of inflation |
| 7 | Unit 7  Text: Money and Banking（货币与银行） | 7.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 7.2 What is money? |
| 7.3 The functions of money |
| 7.4 Characteristics of money |
| 7.5 Banks and bank deposits |
| 7.6 Bank lending and creation of credit |
| 7.7 Bank deposits and savings |
| 8 | Unit 8  Text: Foreign Exchange and Exchange Rate（外汇与汇率 | 8.1 Key words | 讲授、课堂讨论、案例分析 | 2 | 课程目标1、2、3、4 |
| 8.2 Foreign exchange market and exchange rate |
| 8.3. Foreign exchange regimes |
| 8.4 Exchange rate determination |
| 9 | Unit 9  Text: The Balance of Payments（国际收支） | 9.1. Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 9.2 efinition and importance of the balance of payments |
| 9.3 Economic factors affecting the balance of payments |
| 9.4 Principles and composition of the balance of payments |
| 9.5 Ways of looking at the balance of payments |
| 10 | Unit 10  Text: Fiscal and Monetary Policy（财政政策与货币政策） | 10.1. Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 10.2 Stabilization policy |
| 10.3 Fiscal policy |
| 10.4 Monetary policy |
| 11 | Unit 11  Text: Population（人口） | 11.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 11.2 Importance of the size and type of population |
| 11.3 Labor force |
| 11.4 Unemployment and employment |
| 11.5 Natural increase of population |
| 12 | Unit 12  Text: Environmental Protection（环境保护） | 12.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 12.2 Externality |
| 12.3 Forms of environmental pollution |
| 12.4 Causes for environmental pollution |
| 12.5 Controls of environmental pollution |
| 13 | Unit 13  Text: WTO（世界贸易组织） | 13.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 13.2 Objectives and functions of the WTO |
| 13.3 Institutional structures of the WTO |
| 13.4 Basic principles of the WTO |
| 14 | Unit 14  Text: Nontariff Barriers（非关税壁垒） | 14.1. Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 14.2 Definition of nontariff barriers to trade |
| 14.3 The import quotas |
| 14.4 Voluntary export restraints (VERs) |
| 14.5 Product standards |
| 14.6 Domestic content requirements |
| 14.7 Government procurement provisions |
| 14.8 European border taxes |
| 14.9 Administrative classification |
| 14.10 Restrictions on services trade |
| 14.11 Trade-related investment measures |
| 14.12 Additional restrictions |
| 14.13 Additional domestic policies that affect trade |
| 15 | Unit 15  Text: Foreign Aid（外国援助） | 15.1 Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 15.2 Definition of foreign aid |
| 15.3 Why donors give aid |
| 15.4 Why LDC recipients accept aid |
| 15.5 The effects of aid |
| 15.6 Conclusions: Toward a new view of foreign aid |
| 16 | Unit 16  Text: Economic Globalization（经济全球化） | 16.1 1. Key words | 讲授、课堂讨论 | 2 | 课程目标1、2、3、4 |
| 16.2 Phenomena of economic globalization |
| 16.3 Benefits of globalization |
| 16.4 Concepts of globalization |
| 16.5 Three dimensions of globalization |
| 16.6 Essence of globalization |

五、课程目标与考核内容

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| **课程目标** | **考核内容** |
| 课程目标1 | 课堂翻译和问题回答 |
| 课程目标2 | 课堂翻译和问题回答 |
| 课程目标3 | 课堂翻译和问题回答 |
| 课程目标4 | 课堂翻译和问题回答 |

六、考核方式与评价细则

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| **考核方式** | **比例** | **考核/评价细则** |
| 课堂表现 | 70% | 考勤记录和课堂问答记录 |
| 平时作业 | 30% | 课堂ppt展示，课后翻译 |