

课程名称：商务英语

一、课程编码：2100003 课内学时：48 学分：2

二、适用学科专业：2017 级会计硕士

三、先修课程：本科英语

四、教学目标通过本课程的学习培养硕士生批判性地阅读英文、用英语撰写邮件、进行日常和商务交流的能力。通过该课程的写作训练和批判性思维训练，使其能够掌握用英文有逻辑地、清楚地、简洁地撰写应用型文章的能力，提升用英语在商务谈判和协商和学术交流中有说服力地进行书面和口头交流的能力。交流中语言表达清晰、用词准确地道并有逻辑性和说服力。

五、教学方式

- 1) 对相关学习材料课下预习，课上进行讨论、个人和团队展示。
- 2) 通过布置相关任务，使学生在练中学，内化所学，提高语言输出能力，发展自主学习能力，培养英语的逻辑分析思维。
- 3) 课堂采用苏格拉底式探究教学法，教师通过持续追问，帮助学生提升口语表达、写作和批判性思维。

六、主要内容及学时分配

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| 1. Introduction | 5 学时 |
| 1.1 Course description | |
| 1.2 Questionnaire & feedback | |
| 1.3 Self introduction | |
| 2. Leadership & business and writing | 5 学时 |
| 1.1 Speaking: | |
| 1.1.1 Watch an episode of “Facing the Giants” and discuss the video. | |
| 1.1.2 Group discussion and presentation | |
| 1.2 Reading and Writing: | |
| 1.1.1 How to build sentences logically? | |
| 1.1.2 Language, Thought and Logic | |
| 3. Education & Business and writing | |
| 1.1 Speaking: | |
| 1.1.1 Watch “Why I chose Yale”, | |
| 1.1.2 and discuss University spirit. | |
| 1.2 Reading and Writing: | |
| 1.1.1 How to build sentences logically? | |
| 1.1.2 Language, Thought and Logic | |
| 4. Empathy in communication and writing | 5 学时 |
| 1.1 Speaking | |

- 1.1.1 Watch a TED speech, “Emotionally Correct”
- 1.1.2 Discuss What is empathy, How to be empathetic linguistically and through body language, and Why?
- 1.2 Reading and Writing 1.1.1.
 - How to read a passage?
 - 1.1.2 Note taking feedback.
- 5. Argumentation in Business I 5 学时
 - 1. 1 Speaking:
 - 1.1.1 Watch Sandel’s TED 1
 - 1.1.2 Discuss what makes a good speaker and an effective speech?
 - 1.2 Reading and writing
 - 1. 1. 1 Intellectual standards
 - 1. 1. 2 Elements of any Thoughts
- 6. Argumentation in Business II 5 学时
 - 1. 1 Speaking
 - 1. 1. 1 Watch Sandel’s TED 2
 - 1. 1. 2 Discuss what makes and effective speech.
 - 1.2 Reading and writing
 - 1.1.1 Rhetorical modes
 - 1.1.2 Logic tree templates
- 7. Negotiation in Business 5 学时
 - 1.1 Speaking
 - 1.1.1 Watch TED speeches on negotiation
 - 1.1.2 Discuss what makes an effective negotiator?
 - 1.2 Reading and Writing
 - 1.1.1 Literal devices
 - 1.1.2 Introduction to Logic
- 8. Critical Thinking in business 5 学时
 - 1. 1 Speaking
 - 1. 1. 1 Watch Plato’s “Allegory of Cave”
 - 1. 1. 2 Discuss what it is and what it seems.
 - 1. 2 Reading and Writing:
 - 1.1.1 Intellectual standards, esp. deep
 - 1.1.2 How to be brief, logical, clear and fair-minded logically and linguistically?
 - 1.1.3 Read Socrates’ “Apologies”
- 9. Presentation and Abstract writing 5 学时
 - 1. 1 Speaking
 - 1.1. 1 Individual presentation
 - 1.1.2 Group presentation.
 - 1.2 How to write an effective abstract?
 - 1.1. 1 Sample analysis
 - 1.1.2 How to write coherently?
- 10. Summary and Final exam 5 学时

七、考核与成绩评定成绩以百分制衡量。成绩评定依据: 形成性评价 (40 %) + 终结性评价 (60 %)。其中形成性评价包括出勤 (10 分)、课堂贡献 (10 分)、平时作业 (10 分) 和反思 (10 分)。终结性评价为闭卷能力测试, 重点考察批判性阅读能力、学术写作能力、逻辑推理和批判性思维能力。

八、参考书及学生必读参考资料

1. Joan Pinkerham. *Translator's Guide to Chinglish*. Beijing: Foreign Language Teaching and Research Press. 2000.
2. John V. Thill. 1990. *Excellence in Business Communication*. New York: Pearson.
3. Richard, Paul. *Critical Thinking: What Every Person Needs to Survive in a Rapidly Changing World*. Sonoma: Sonoma State University. 2012.
4. Steven Pinker. *Sense of Style. The Thinking Person's Guide to Writing in the 21st Century*. New York: Viking. 2014.
5. William, Strunk and E. B. White. *Elements of Style*. New York: Longman. 2014.
6. William, Brohaugh. *Write Tight. Say Exactly What You Mean With Precision and Power*. Illinois: Sourcebook Inc. 1993.

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