

商务英语

Business English

专业代码：050262

学 制：4 年

Program Code: 050262

Duration: 4 years

培养目标：

商务英语专业旨在培养热爱祖国，坚持社会主义道路，德智体全面发展，适应国际经济、金融贸易、国际交流发展需要，具有扎实的英汉双语语言文化理论基础、较强国际商务专业能力、优化的知识结构、卓越的跨文化沟通能力和创新思维的国际商务贸易、市场营销和文化传播等领域的杰出英语人才。

Educational Objectives:

Graduates from this program are expected to love China, follow the socialist road, and be all-around developed morally, intellectually and physically. Simultaneously, they should have a mastery of both English and Chinese languages and cultures, expertise in international business, optimized knowledge structure, excellent cross-cultural communicative competence and critical and creative thinking ability in order to adapt to new developments in international economy, finance, trade and international communication. They will perform excellently in fields such as international business, international trading, marketing and cross-cultural communication which require high-level English for specific purposes.

毕业要求：

Graduation Requirements

№1.语言知识：掌握扎实的英汉双语语言基本功，通晓英汉双语文化背景知识。

№1.Language proficiency: Students are required to master both English and Chinese languages, together with the relevant cultural knowledge.

№2.商务知识：掌握基本的经济学、工商管理学和国际商法等学科知识和理论，了解国际商务活动的基本规则与操作方法。

№2.Business knowledge: Students are required to master interdisciplinary knowledge in relation to international business, economics, business management and international business law, together with a set of basic principles and operative methods concerning international business.

№3.问题分析：能够运用跨文化交际能力及国际商务知识与技能，具备在经济、商务、贸易、金融、外事等领域分析问题和解决问题的能力。

3.Problem-solving ability: Students are required to acquire the ability to analyze and solve problems in fields related to economy, business, trading, finance, foreign affairs and the like, with the assistance of international business knowledge and communicational skills in cross-cultural situations.

№4.设计/开发解决方案：面对具体的商业活动任务，能结合实际情况，确定实际目标，并提出科学的解决方案。

№4.Solution-development skills: Students are required to identify realistic goals and provide sound solution plans, by combining a profound understanding of the actual situation, when facing actual business activities.

№5.商务认知：能够理解国际商务运行机制和规律，并将其运用到具体的商务活动之中。

№5.Business awareness: Students are required to understand the operating mechanism and principles of international business which will be applied to actual business activities.

№6.思辨与创新：能理性地认识社会，就商务和其他社会活动进行创新性分析和思考。

№6.Critical and creative thinking: Students will be able to rationalize their perception of the society, with special reference to the analytical and creative thinking of business-running and other relevant social practices.

№7.全球意识：具有宽阔的国际视野，能参与国际商务竞争与合作，并在全球化的环境里保持清醒的意识，按照国际惯例行使自己的职责。

№7.Global awareness: Students are required to have a broadened vision of international affairs, and be able to participate in international competition with a clear mind and a strong sense of responsibility.

№8.职业规范：具有人文社会科学素养、社会责任感，能够在商务实践中理解并遵守职业道德和规范，履行责任。

№8.Professional standards: Students are required to have a high level of cultural awareness and social responsibility, and be able to follow professional standards and conscience in business practices.

№9.个人与团队：能够在团队中进行良好沟通，与他人合作，承担个体、团队成员以及负责人的角色。

№9.Role in teamwork: Students will be able to perform well in teamwork with excellent communication skills, and be willing to take responsibility when performing alone, as a group member or a team leader.

№10.终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

№10.Lifelong learning: Students are required to maintain the awareness of self-education and lifelong learning, and the ability to acquire knowledge and adapt to new development.

专业简介：

商务英语专业属外国语言文学专业，具有跨学科特点，以外国语言文学、应用经济学、工商管理、法学（国际商法）等学科为基础，突出商务语言运用、商务知识与实践、跨文化商务交际能力的人才培养特色。我院的商务英语专业在科技英语专业基础上转型而成，2013年开始招生。本专业具有较强的师资，丰富的图书资料和四个实习基地，能保证学生的培养。

Program Profile:

As one of the branches of Foreign Language and Literature, Business English program is characterized by

business language use, business expertise and practice, and cross-cultural communicative ability, with English language and literature, applied economy, business management, law (with special reference to international business law) as its foundation. The Business English program in the School of Foreign Languages originated and developed from Technology English, and began its first recruitment in 2013. Its operation is supported by strong teachers, rich books, and four practice bases.

专业特色:

本专业采取英语语言技能+专业知识的培养模式，在人文通识的基础上，加强学生的语言技能和跨文化交际能力的训练，使之与国际商务知识和技能相结合，形成语言技能、跨文化交际能力、人文素养、商务知识与技能等四大功能模块。

Program Features:

The core principle of Business English program is “English language + business knowledge”. It is based on generic social arts education, but with a focus to improve students’ skills in language use and cross-cultural communication, and their knowledge in international business. The major consists of four interdependent modules: 1) language competence, 2) cross-cultural communication, 3) humanities and 4) business knowledge and skills.

授予学位: 文学学士学位

Degree Conferred: Bachelor of Literature

主干课程:

综合商务英语、商务英语阅读、商务英语写作、商务英语口译、商务英语笔译、经济学导论、国际商法导论、国际贸易概论、管理学导论。

Core Courses:

Comprehensive Business English; Business English Reading; Business English Writing; Business Interpretation; Business Translation; Introduction to International Business; Introduction to International Business Law; Introduction to International Trade; Introduction to Management

特色课程:

全英语教学课程：中国文化

双语教学课程：国际金融导论、哲学典籍选读

研究型课程：英美文学导论、学术论文写作

新生研讨课：外语学习与文学

专题研讨课：国际营销

创新实践课程：国际贸易实务、国际物流实务

创业教育课程：国际商务谈判、电子商务

Featured Courses:

Courses Taught in English: Chinese Culture

Bilingual Courses: Introduction to International Finance; Selective Readings of Western Philosophy

Research Courses: Introduction to British and American Literature; Academic Writing

Freshmen Seminars: Foreign Language Learning and Literature

Seminars: International marketing

Innovation Practice Courses: Practice of International Trade; Practice of International Logistics

Entrepreneurship Education Courses: International Business Negotiation; E-Business

一、教学计划总体安排表 (General Teaching Schedule)

学 年	学 期	教 学 进 度 安 排 (周)																			理 论 教 学	考 试	入 学 教 育	军 训	课 程 设 计	大 作 业	工 程 训 练	电 子 实 验	综 合 实 验	社 会 实 践	生 产 实 习	毕 业 实 习	其 它 实 习	中 外 合 作 项 目	毕 业 设 计	就 业 安 排	机 动	假 期	小 计	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19																				20
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R																					
一	1		C	A	A	A	A	A	A	A	A	A	A	A	A	A	B	D	D	D	14	1	1	3										0	19					
	2	A	A	A	A	A	A	A	A	Q	A	A	A	A	A	Q	A	A	B	B	17	2											1	20						
二	3	A	A	A	A	Q	A	A	G	G	A	A	A	A	A	A	A	A	A	B	15	2				2							1	20						
	4	A	A	A	A	A	Q	A	A	A	Q	A	A	A	A	A	A	A	B	B	17	2											1	20						
三	5	A	A	A	M	M	M	A	A	A	A	A	A	A	A	A	A	A	A	B	15	2									3			20						
	6	A	A	A	A	A	A	M	M	M	A	A	A	A	A	A	A	A	A	B	15	2									3			20						
四	7	A	A	A	Q	A	A	A	A	A	A	A	A	A	A	A	Q	A	B	B	17	2											1	20						
	8	O	O	O	O	O	O	O	O	O	L	L	L	L	O	O	O	O	Q	Q											4	14	2	20						
合 计 (周)																				110	13	1	3													4	6	14	6	160

二、各类课程学分登记表 (Registration Form of Curriculum Credits)

1. 学分统计表 (Credits Registration Form)

课程类别 Course Category	课程要求 Requirement	学分 Credits	学时 Academic Hours	备注 Remarks
公共基础课 General Basic Courses	必修 Compulsory	26.0	316	
	通识 General Education	12.0	192	
学科基础课 Disciplinary Basic Courses	必修 Compulsory	57.5	936	
	选修 Elective	2.0	32	
专业领域课 Specialty-related Courses	必修 Compulsory	27.5	444	
	选修 Elective	14.0	224	
合计 Total		139.0	2144	
集中实践教学环节(周) Practice Training (Weeks)	必修 Compulsory	31.0	31周	
毕业学分要求 Credits Required for Graduation	139.0 + 31.0 = 170.0			

备注：学生在取得专业教学计划规定学分的同时，还必须取得第二课堂 2 个人文素质教育学分和 4 个创新能力培养学分。

2. 类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分 Total	其中 Include		其中 Include			其中 Include
	必修学时 Compulsory	选修学时 Elective	理论教学学时 Theory Course	实验教学学时 Lab		必修学分 Compulsory	选修学分 Elective	集中实践教学环节学分 Practice-concentrated Training	理论教学学分 Theory Course Credits	实验教学学分 Lab	创新创业教育学分 Innovation and Entrepreneurship Education
2144	1696	448	2016	128	170	142	28	31	135	4	8

三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes	
				总学时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice Hours				
公共基础课 General Basic Courses	143093	思想道德修养与法律基础 Cultivation of Thought and Morals & Fundamental of Law	必修课 C	(40) (36)				2.5	1	No8	
	143091	中国近现代史纲要 Skeleton of Chinese Modern History		(32) 24				2.0	2	No7	
	143106	毛泽东思想和中国特色社会主义 理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	3	No8	
	143090	马克思主义基本原理 Fundamentals of Marxism Principle		(40) 36				2.5	4	No8	
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0		No7	
	145223	大学计算机基础 College Computer Basis		32				2.0	1	No4	
	152001	体育 (一) Physical Education (1)		32			32	1.0	1	No9	
	152002	体育 (二) Physical Education (2)		32			32	1.0	2	No9	
	152003	体育 (三) Physical Education (3)		32			32	1.0	3	No9	
	152004	体育 (四) Physical Education (4)		32			32	1.0	4	No9	
	106001	军事理论 Military Principle		(16)				1.0	2	No7	
	145125	多媒体技术及应用 Application of Multimedia Technology		48				3.0	2	No4	
		人文科学领域 Humanities		64	通识课 E				4.0		No6
		社会科学领域 Social Science		32					2.0		No3
		科学技术领域 Science and Technology		96					6.0		No4
	合计 Total				508			128	36.0		

三、专业教学计划表（续）（Teaching Schedule）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice			
学科基础课 Disciplinary Basic Courses	144082	综合英语（一） Comprehensive English I	必	56				3.5	1	No1
	144083	综合英语（二） Comprehensive English II	必	64				4.0	2	No1
	144346	综合英语（三） Comprehensive English III	必	64				4.0	3	No1
	144347	综合英语（四） Comprehensive English IV	必	64				4.0	4	No1
	144088	英语听力（一） English Listening I	必	28				1.5	1	No1
	144089	英语听力（二） English Listening II	必	32				2.0	2	No1
	144348	跨文化交际导论 Introduction to Cross-cultural Communication	必	28				1.5	1	No7
	144349	跨文化商务沟通 Cross-cultural Business Communication	必	32				2.0	2	No8
	144244	英语阅读（一） English Reading I	必	28				1.5	1	No1
	144245	英语阅读（二） English Reading II	必	32				2.0	2	No1
	144112	英语写作（一） English Writing I	必	32				2.0	3	No1
	144113	英语写作（二） English Writing II	必	32				2.0	4	No1
	144146	商务英语阅读 Business Reading in English	必	32				2.0	3	No3
	144237	商务英语写作 Business Writing in English	必	32				2.0	5	No4
	144297	综合商务英语 Comprehensive Business English	必	32				2.0	4	No3
	144350	商务英语口译 Business Interpretation	必	32				2.0	5	No4
	144303	商务英语笔译 Business Translation	必	32				2.0	5	No4
	144069	英语语音 English Pronunciation	必	28				1.5	1	No1

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes	
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice				
	144127	英语语法 English Grammar	必	32				2.0	2	No1	
	144351	英汉翻译 English-Chinese Translation	必	32				2.0	3	No1	
	144352	汉英翻译 Chinese-English Translation	必	32				2.0	4	No1	
	144299	商务英语视听说（一） Business English: Viewing, Listening & Speaking I	必	32				2.0	3	No3	
	144300	商务英语视听说（二） Business English: Viewing, Listening & Speaking II	必	32				2.0	4	No3	
	144353	英美社会与文化 Society and Culture of English-speaking Countries	必	32				2.0	2	No7	
	144076	高级英语（一） Advanced English I	必	32				2.0	5	No1	
	144077	高级英语（二） Advanced English II	必	32				2.0	6	No1	
	144267	英语演讲 Public Speaking in English	选	32				2.0	3	No5	
	144354	交替传译 Consecutive Interpretation	选	32				2.0	6	No4	
	144331	外语学习与文学 Foreign Language Learning and Literature	选	32				2.0	1	No10	
	合 计 Total			必 C	936				57.5		
				选 E	选修课修读最低要求 2.0 学分 minimum elective course credits required: 2.0						
	专业领域课 Specialty-related Courses	144355	经济学导论 Introduction to Economics	必	32				2.0	2	No2
144356		国际贸易概论 Introduction to International Trade	必	32				2.0	6	No2	
144357		国际营销 International Marketing	必	32				2.0	5	No5	
144358		国际商务谈判 International Business Negotiation	必	32				2.0	6	No5	
144359		管理学导论 Introduction to Management	必	28				1.5	1	No2	

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice			
	144360	国际商法导论 Introduction to International Business Law	必	32				2.0	7	No2
	144361	电子商务 E-Business	必	32				2.0	7	No5
	144362	国际贸易实务 Practice of International Trade	必	32				2.0	7	No5
	144363	英美文学导论（一） Introduction to British and American Literature I	必	32				2.0	5	No10
	144364	英美文学导论（二） Introduction to British and American Literature II	必	32				2.0	6	No10
		第二外语 Second Foreign Language	必	128				8.0	3/4	No1
以下人文素养课模块最少选修 6.0 学分										
	144098	学术论文写作 Academic Writing	选	32				2.0	6	No10
	144311	中国文化 Chinese Culture	选	32				2.0	5	No9
	144128	西方文化入门 Introduction to Western Culture	选	32				2.0	6	No7
	144365	哲学典籍选读 Selected Readings on Western Philosophy	选	32				2.0	7	No10
	144366	英美散文选读 Selective Reading of British and American Prose	选	32				2.0	5	No10
	144367	英美诗歌选读 Selective Reading of British and American Poetry	选	32				2.0	6	No10
以下跨文化交际模块最少选修 4.0 学分										
	144368	新闻英语听力 Listening of English News	选	32				2.0	5	No7
	144369	非文学翻译 Non-literary Translation	选	32				2.0	6	No3
	144068	语言学导论 Introduction to Linguistics	选	32				2.0	5	No1
	144072	英语文体学 English Stylistics	选	32				2.0	6	No1

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice			
以下商务知识与技能模块最少选修 4.0 学分										
	144370	国际金融导论 Introduction to International Finance	选	32				2.0	4	No2
	144371	统计学基础 Elementary Statistics	选	32				2.0	2	No3
	144372	会计学基础 Elementary Accounting	选	28				1.5	1	No4
	144373	国际物流实务 Practice of International Logistics	选	32				2.0	6	No5
学生创新模块课程										
	120003	创新研究训练 Innovation Research Training	选 E	32				2.0		No6
	120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		No6
	120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		No6
	120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		
	合计 Total		必 C	444				27.5		
			选 E	选修课修读最低要求 14.0 学分 minimum elective course credits required: 14.0						

备注：学生根据自己开展科研训练项目、学科竞赛、发表论文、获得专利和自主创业等情况申请折算为一定的专业选修课学分（创新研究训练、创新研究实践 I、创新研究实践 II、创业实践等创新创业课程）。每个学生累计申请为专业选修课总学分不超过 4 个学分。经学校批准认定为选修课学分的项目、竞赛等不再获得对应第二课堂的创新学分。

四、集中实践教学环节(Practice-concentrated Training)

课程 代码 Course No	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours		学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
			实践 Practice weeks	授课 Lecture Hours			
106002	军训 Military Training	必	3 周		3.0	1	No9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	No8
130356	工程训练 I Engineering Training I	必	2 周		2.0	3	No8
144312	专业实习 Business Practice	必	6 周		6.0	5、6	No6
144183	毕业实习 Practice for Graduation	必	4 周		4.0	8	No8

144182	毕业论文 Graduation Thesis	必	14 周		14.0	8	No6
合 计 Total		必 C	31 周		31.0		
		选 E	选修课修读最低要求 0 学分 minimum elective course credits required: 0				

五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活动，参加活动的学分累计不少于 2 个学分。

2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如学科竞赛、学术讲座等），参加活动的学分累计不少于 4 个学分。

Extra-curriculum Activities

The extra-curriculum activities consist of two sections: humanities education and innovation education.

1. Requirements for humanities education

While obtaining credits from the courses listed in the Teaching Schedule, students are also required to attend extra-curriculum activities according their own interests. The credits for extra-curriculum humanities education cannot be less than 2 credits.

2. Requirements for innovation education

While obtaining credits from the courses listed in the Teaching Schedule, students are also required to participate in all kinds of innovation education program. Here are several options: National Training Project of Innovation and Entrepreneurship, the Provisional Training Project of Innovation and Entrepreneurship of Guangdong, Student Research Project (“SRP” in short), the university’s “Climbing the One Hundred Stairs” Project, and all kinds of innovation-oriented extra-curriculum activities (such as major-related competitions, public lectures). The credits for innovation education cannot be less than 4 credits.