

《商务英语会话教程》

图书基本信息

书名：《商务英语会话教程》

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内容概要

《商务英语会话教程》的总体编写思路为：打破以“背单词——记句型——读对话”为主要特征的英语口语课程的传统模式，转变为符合学生认知规律的以“问题导入（Warm-up）——示范性对话（Sample Conversations）——提炼语言（Functional：Patterns and Expressions）——语言操练（Field Practice）——话题讨论（Discussion and Comments）”为线索来组织教材内容，在章节的编排上体现涉外商务外贸工作的一般流程，帮助构建相关理论知识，发展职业能力。《商务英语会话教程》内容突出对学生职业能力的训练，理论知识的选取紧紧围绕工作任务完成和学生技能提升的需要来进行。《商务英语会话教程》可作为高等院校及高职院校应用英语、国际商务、商务英语、外贸英语等专业的通用教材，也可供从事国际商务、对外贸易等工作人员进行参考。

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