

<<外贸英语函电实训教程>>

图书基本信息

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### 内容概要

在经济全球化大背景下，国际贸易或对外贸易无疑是国家经济的重要支柱产业之一，因而需要相当数量既通晓专业知识又掌握业务技能的从业人员，而高等职业教育正是孕育此类专业人才的一片沃土，其任务驱动所倡导的“学中做，做中学”的教学理念和理实一体化的教学组织旨在培养高素质技能型应用人才。

另外，根据对就业岗位群的调研与分析，国际商务专业和商务英语专业的毕业生是国际贸易和对外贸易从业人员的中坚力量，而“外贸英语函电实训”则是其必修的专业基础课之一。

本书根据高职高专国际商务专业与商务英语专业学生的就业岗位群和实际需求，基于市场调研、相关资讯以及教师本人多年的教学经验，围绕国际贸易和对外贸易的主要业务流程，精心安排教学内容，以任务驱动为指导，精心设计了9大教学模块，既强调商务英文信函的基本格式与写作要求，又突出国际贸易和对外贸易的主要业务往来中各类英文书信的规范写作技巧与关键词汇；从教学目标到模块简介、从范文释义到模拟练习，处处体现适用性与实操性，以强化学生对基本贸易知识、关键专业词汇、英文写作技巧的掌握；同时倡导课堂精讲多练，通过诸多题型的模拟训练让学生在“学中做、做中学”，训练学生以英语形式规范写作相关信函的技能，旨在提高相关专业的学生在外贸英语函电的读、写、译等方面的实用技能，以利其后续课程的学习和未来就业之需。

在本书编写过程中，编者参考了许多相关书籍，在此向这些书籍的作者表示衷心的感谢！由于编者水平有限，书中疏漏之处在所难免，恳请广大读者批评指正。

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