

图书基本信息

书名：<<新世纪商务英语专业本科系列教材>>

13位ISBN编号：9787544615594

10位ISBN编号：7544615596

出版时间：2011-4

出版时间：上海外语教育出版社

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页数：201

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内容概要

“新世纪商务英语专业本科系列教材”是国内首套按照《高等学校商务英语专业本科教学要求》(试行)编写的商务英语专业教材。

教材以现代外语教育理念和教材设计理论为指导,结合商务英语语言和教学的特点,融合多年商务英语教学实践,由国内知名外语教学专家和长期从事商务英语教学的教授共同参与,联袂打造。

体现《教学要求》的培养目标,强调打好扎实的语言基本功,兼顾商务专业素质与人文素养的同步提升。

编排和选材注重学生正确世界观和道德观的形成,注重思维能力、创新能力和跨文化交际能力的培养。

语言、文化与商务有机融合,注重商务英语技能和商务专业课程的合理衔接。
学习任务设计丰富多样,有助于训练学生交际能力、自主学习能力和合作学习能力。

单元紧扣社会热点话题,难度合理递增,选文思想内涵深刻,可读性强,充分反映经济全球化时代的特点。

为教学提供多媒体资源,丰富的视频材料可增加语言学习的趣味性和输入的有效性,调动学生课堂参与的积极性;主干教程配套电子教案,方便实用,充分满足个性化教学需要。

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章节摘录

Last year about three-quarters of four-year colleges and universities reported an increase in the number of applications from the previous year. This year applications are pouring in again. The deadline for most colleges is between Dec. 1 and Jan. 15, and although administrators don't tally the numbers of applications they receive until later in the year, many admissions officers — even some at schools not normally considered highly selective — are already calling it a banner year. Last year Washington and Lee University in Lexington, Va., got 4,000 applications for 455 seats. By the first week in December the school had already topped that number - and the deadline was still six weeks away. Colorado College, which received 3,410 applications for 500 seats in 2002, expects to break 5,000 this year. Last year Ball State in Muncie, Ind., saw applications jump 22 percent when it got 13,000 applications for 3,100 spaces. So far this year applications are up an additional 15 percent.?

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