

## 商务英语综合考试大纲

商务英语综合共包括《商务英语综合教程 1、2》、《商务英语写作》三本参考教材，其中《商务英语综合教程 1、2》分值为 100 分、《商务英语写作》分值为 100 分，商务英语综合试卷满分 200 分，考试时间 150 分钟。

### 《综合商务英语》课程考试大纲

(2025 年专升本)

适用专业：商务英语

#### 一、考试要求

本课程的考核目的是检查学生基础语言知识（包括语音、语法、篇章结构、语言功能等），基本语言技能（听、说、读、写、译）和学生的商务专业素质和人文素养。本课程考试要求基础知识和基础理论分值占 70%，应用能力分值占 30%，考查面覆盖考试章节的 60%以上。

#### 二、考试内容

##### BOOK 1

##### Unit1 Dress for Success

1. 篇章结构 Text1 Hillary Clinton is running for president
2. 词汇拓展 champion, initiative, pantsuit, meme, combo, sartorial, petty, frivolity, aspirational, femininity, requisite, baggy, entirety, evidence, lampoon, bestow, boo, misogyny, onslaught, ingrained; staple, laid-back, permeate, backlash, push the envelope, rankle, gussy, mishmash, faux pas, baffle, leeway, havoc, stodgy, bristle;
3. 技能拓展
  - (1) 商业技能 Time Management
  - (2) 写作技能 Sentence Types

##### Unit2 You are What you Eat

1. 篇章结构 Text1 Meal as Metaphor;
2. 词汇拓展 Raillery, ritual, derisive, communion, endow, presage, nutritional, nourish, delectable, disposition, bland, temperate, seasoning, antagonistic, dichotomy,



complement, masculine, entail, precedes, intimacy, nuance; Produce, commendable, dose, pesticide, niche, document, plus, antioxidant, nutrient, flavonoid, chronic, dementia, shell out, compound, indestructible;

### 3. 技能拓展

- (1) 商业技能 Evaluating and Monitoring Own Performance
- (2) 写作技能 Paragraph Development

## Unit3 On the Road

### 1. 篇章结构 Text1 Letter from America: Notes from the Underground

2. 词汇拓展 notorious, economical, dilemma, ambivalent, unreliable, incomprehensible, paralyze, randomly, mugging, graffiti, indictment swear by, borough, entail, upwards of, warren, hauling, accomplice, pathology, glimpse, well-heeled, straphanger, epitomize; Pedestrian, invariably, mobility, megacity, intermediate, permanent, node, versatility, complement, obesity, emit, carbon dioxide, antidote, fatality, overshadow, caloric, expenditure, arthritis, fiscally ;

### 3. 技能拓展

- (1) 商业技能 Business Vocabulary
- (2) 写作技能 Punctuation

## Unit4 Travel Broadens the Mind

### 1. 篇章结构 Text1 Where the Cave Dwellers Once lived?

2. 词汇拓展 Dweller, cradle, splash, charge, archeologist, settlement, inhabit, legacy, mosque, grace, controversial, reservoir, excavate, hospitality, ramshackle, plush, partake, ample, patriarch, compensation, grazing, speciality, mischievous; Threshold, sustainability, hemisphere, harness, yawning, abundance, erode, bust, accommodate, encounter, fauna, flora, inelastic, catastrophic, boost, paradigm, status quo, concession, mitigate, implication;

### 3. 技能拓展

- (1) 商业技能 Numbers in Business Communication
- (2) 写作技能 Outline

## Unit 5 Who Has Messed up My Personal Account?

### 1. 篇章结构 Text1 Application Denied

2. 词汇拓展 straighten out, run up against, spiral, wind up (doing sth), consequence, far-reaching, amass, hit a snag, cutoff, tout, balance, pay off, teaser rate, cash-back offers, brown-bag, more often than not, deferred gratification, be saddled with, discretionary, conspicuous, immigrant, affluent, frugal, windfall, live within the means, forgo, covetous, fortuitous



### 3. 技能拓展

- (1) 商业技能 Use of Language Knowledge for Better Comprehension
- (2) 写作技能 The Topic Sentence

## Unit 6 The World Wide Web

### 1. 篇章结构 Text1 The New Meaning of Mobility

2. 词汇拓展 tangible, anarchy, plight, staggering, transaction, Gala Online, arbitrage, opportunity cost, differentiate, fuel, prohibit, yield, figurative, literal, pursue, cutting edge, homogenization, exotic, celebrity, grapple, resemble, document, immerse, respond, tap;

### 3. 技能拓展

- (1) 商业技能 Socializing Skill 1---Small Talk
- (2) 写作技能 Thesis Statement

## Unit7 From the Sublime to the Popular

### 1. 篇章结构 Text1 The Asia Factor in Global Hollywood

2. 词汇拓展 glamour, venue, transformation, institutional, poach, anchor, defy, genre, bonus, disavow, ethnicity, simultaneously, stunt, purchasing power parity, surge, spur, a fraction of, contingency;

### 3. 技能拓展

- (1) 商业技能 Socializing Skill 2---Turn-taking and Eye Contact
- (2) 写作技能 Opening Paragraph

## Unit 8 Road to Urbanization

### 1. 篇章结构 Text1 A Suburban World

2. 词汇拓展 haunt, lampoon, epitomise, -oriented, collapse, aspire, scrap, revive, go up, look forward to; rampant, regulatory, tot up, rebound, proliferation;

### 3. 技能拓展

- (1) 商业技能 Socializing Skill 3---Telephone Etiquette
- (2) 写作技能 How to Write a Concluding Paragraph

## BOOK 2

## Unit 1 The Business of Language and the Language of Business

### 1. 篇章结构 Text I A World Empire by Other Means

2. 词汇拓展 globalization, bizarre, umpteen, elasticity, laissez-faire, galore, accommodating, lament, encroach, exterminate, outright, paradoxically, monoglot, dubious, go into effect, go out of business; brush up, adage, disconcerting, tune into, hilarious, condescending, repertoire, be concerned with, in jeopardy, burst out



(doing);

3. 技能拓展

- (1) 商业技能 Types of Question
- (2) 写作技能 Coherence and Cohesion

## Unit 2 Bridging the Cross-cultural Gap

1. 篇章结构 Text1 The Business Context in Intercultural Communication

2. 词汇拓展 be weary about, lay sb open to, soothing, counterpart, subsidiary, subordinate, confrontational, delegate, preliminary, homogeneity, heterogeneity; be good on one's word, take stock of, draw on, rules of thumb, accordingly, explicit, implicit, demeanour, perspective, bargain, proceed;

3. 技能拓展

- (1) 商业技能 Cultural Differences in Team Work
- (2) 写作技能 Classification

## Unit3 College Education: Searching for a Change

1. 篇章结构 Text1 Universities and Their Function

2. 词汇拓展 convey, impart, elicit, feeble, construe, obstinacy, hamper, endeavor, novice, underlie, apply to, arise from, be divorced from, in terms of ; dispense, overarching, pore over, provocative, incentive, riveting, soloist, orchestrate, adjunct, draw on, grapple with, be accustomed to;

3. 技能拓展

- (1) 商业技能 Cultural Awareness
- (2) 写作技能 Exemplification

## Unit 4 The Reality of Success in Business

1. 篇章结构 Text1 How Jack Welch Runs GE

2. 词汇拓展: whisk, drape, celebrated, bedevil, tumble, acquisition, squeeze, wrestle, scattered, symbolism, spontaneous, dash off, confess, candid, unbridled, colossus, astutely, far-flung; travail, spell, plausible, proliferate, pester, egalitarianism, militate, subsist, incremental, replicative, punitive;

3. 技能拓展

- (1) 商业技能 Preparing a Presentation
- (2) 写作技能 Comparison and Contrast

## Unit 5 Empire of Wealth

1. 篇章结构 Text1 In Praise of Competitive Urges

2. 词汇拓展 acquisition, the wheels fall off, shoot up, heat, as often as not,



carry off, keep one in one's place, rein in, excess, figure out, one-upmanship, have the last laugh, bid, escalate, trace back to; spearhead, transformation, amass, predecessor, revere, malefactor, sheen, pointedly, stiff, monopolize, throw light on, titan, feel in one's bones, obscure, relentless, striking, squeeze;

### 3. 技能拓展

(1) 商业技能 The Use of Visual Aids in Presentation

(2) 写作技能 Cause and Effect

## Unit6 A Flat World

1. 篇章结构 Text1 The Drawbacks of Cultural Globalization;

2. 词汇拓展 tidal wave, creep, ooze, manifestly, dump, market, mass, seductive, blatantly, superficial, suggest, genuine, ever-stronger, justify, dub, wholesale, middle ground, pave the way for, crucible, curse, be bombarded with, terms, overwhelm, assortment; ascent, veer, go public, incorporate, redomicile, jurisdiction, residency status, competition commissioner, push for, a common tax policy, take advantage of, preferential, ring, far fetched, vis-a-vis ;

### 3. 技能拓展

(1) 商业技能 Nonverbal Communication

(2) 写作技能 Narrative Writing

## Unit7 Is there a golden rule in business?

1. 篇章结构 Text1 Duke MBAs Fail Ethics Test

2. 词汇拓展 set foot in, stun, make a comeback, implement, student-run courts, come to light, utmost, guilty, kind of, take action to do sth, allegedly, admit, implicate, revoke, accuse, tie, at length, charge, foolproof, get ahead; under- 构词法, escape route, junk, make it a point to, mechanics, spiral binder, pitch, inside information, be not worth its weight in feathers, wealth creation, body politics, success tent, be better off, land, over 构词法, tail between one's legs;

### 3. 技能拓展

(1) 商业技能 How to Deliver a Presentation?

(2) 写作技能 Description

## Unit8 Economy and Trade in a Changing World

1. 篇章结构 Text1 The Myth of Renaissance in Europe

2. 词汇拓展 nurture, the likes of sth, flourish, seductive, myth, piece together, drive, quintessentially, revolutionise, taste, wordly, add to, singular, seismic, herald sth, lavish on, snap up; evade, course, confront, no nothing, be wise to, volume, pledge, assemble, constitute, order, sanction, liquid assets, trustee, act for sb, issue,



the height of, be glued to, a barrage of, address, at large;

### 3. 技能拓展

- (1) 商业技能 Arguments
- (2) 写作技能 Persuasion

## 三、考试方式

- 1. 考试类别：闭卷考试
- 2. 记分方式：百分制，满分为 100 分
- 3. 题目类型
  - (1) Grammar and Usage (约 30 分)
  - (2) Cloze (约 15 分)
  - (3) Reading Comprehension (约 20 分)
  - (4) Translation (约 15 分)
  - (5) Essay Writing (约 20 分)

## 四、教材

- (1) 王立非主编，商务英语综合教程 1（智慧版），上海外语教学出版社，2021 年版。
- (2) 王立非主编，商务英语综合教程 1 教师用书（第二版），上海外语教学出版社，2018 年版。
- (3) 王立非主编，商务英语综合教程 2（智慧版），上海外语教学出版社，2021 年版。
- (4) 王立非主编，商务英语综合教程 2 教师用书（第二版），上海外语教学出版社，2018 年版。

## 《商务英语写作》考试大纲

(2025 年专升本)

适用专业：商务英语

### 一、考试要求

本课程的考核目的是检查学生对商务英语写作基础知识、基本理论和基本应用方法的掌握情况。本课程考试要求基础知识和基础理论分值占 70%，应用能力分值占 30%，考查面覆盖考试章节的 60%以上。

### 二、考试内容

#### Unit 1 An Overview of Business Letter Writing

- 1. To give a brief introduction to functions & essential qualities of business writing
- 2. To enable Ss to become aware of functions & essential qualities of business writing



3. To do exercises by using functions & essential qualities of business writing

#### Unit 2 Application Letters

1. General Introduction
2. Sample Reading
3. Common Expressions
4. Writing Practice

#### Unit 3 Resume(简历)

1. General Introduction
2. Sample Reading  
Sample1                      Sample2                      Sample3
3. Useful Expressions  
I) Useful Expressions about Education  
II) Common Expressions
4. Writing Practice  
I) Rewrite the following sentences in resume  
II) Fill in the following resume table with your own information  
III) Write resumes according to requirement

#### Unit 4 Certificates

1. Certificates
2. Sample Reading
3. Useful Expressions
4. Writing Practice

#### Unit 5 Meeting Minutes

1. General Introduction
2. Sample Reading
3. Useful Expressions
4. Writing Practice

#### Unit Six

##### Notice & Announcement

1. General Introduction
2. Sample Reading
3. Useful Expressions
4. Writing Practice

#### Unit 7 Itineraries & Agendas

1. General Introduction  
I. What Are Itinerary and Agenda?  
II. How Is an Itinerary or Agenda Laid Out?
2. Sample Reading
3. Useful Expressions
4. Writing Practice



### Unit 8 E—mail

1. General Introduction
2. Sample Reading
3. Useful Expressions
4. Writing Practice

### Unit 9 Note

1. General Introduction
2. Sample Reading
3. Useful Expressions
4. Writing Practice Negotiation

### Unit Ten Business Letters

1. General Introduction

Business Letters for Different Purposes

2. How Are Business Letters Laid Out?

I. The Essential Parts

II. The Optional Parts

III. Two Styles of Layout

3. Sample reading
4. Writing practice

### Unit 11 Business Reports (商务报告)

1. General Introduction
2. Sample Reading
3. Useful Expressions
4. Writing Practice

### Unit 12 Invitations

1. General Introduction
2. Sample Reading
3. Useful Expressions
4. Writing Practice

## 三、考试方式

1. 考试类别：闭卷考试(着重考核函电相关写作技能)
2. 记分方式：百分制，满分为 100 分
3. 题目类型
  - (1) 选择题 (约 20 分)
  - (2) 填空题 (约 20 分)
  - (3) 术语翻译 (约 10 分)
  - (4) 句子翻译 (约 30)
  - (5) 写作 (约 20 分)

## 四、教材及参考资料



（一）教材：（考试以教材内容为主）

董晓波. 商务英语写作(第三版)[M]. 北京: 对外经济贸易大学出版社, 2021。

参考文献

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[2].《外贸英语函电商务英语应用文写作》(第4版) 尹小莹,杨润辉 编著, 西安交通大学出版社, 2008

[3].《商务英语写作》胡英坤, 车丽娟主编, 外语教学与研究出版社,2005

[4].《商务英语写作手册》（第八版）（美）阿尔里德 等著, 中国人民大学出版社,2007

[5].《商务英语写作一本全》周玉江编著, 机械工业出版社,2011

