

上海市高等教育自学考试
商务英语专业（独立本科段）（**B050218**）
商务英语阅读（**05439**）
自学考试大纲

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I、课程性质及其设置的目的和要求

一、本课程的性质与设置的目的

“商务英语阅读”是高等教育自学考试商务英语专业（独立本科段）的选考课，占6学分。

本课程的目的旨在培养考生的商务英语阅读能力和提高学生的阅读速度，培养学生细致观察商务英语的能力以及假设、分析归纳、推理检验等逻辑思维能力，扩大学生的商务英语词汇量和经贸知识，向学生提供内容广泛、原汁原味的商务英语文章，以扩大学生的知识面，增强学生的商务英语语感和培养学生阅读未经删节或简写的权威外刊的兴趣与能力，使他们了解商务英语在词汇、语法和篇章等方面的特点，并增长和积累经贸知识，从而打好语言和专业两方面的基础。

二、本课程的基本要求

本课程的基本要求是：掌握西方商务报刊英语文章的常用词汇、常用句型，熟悉各种主要商务英语文章类型，掌握阅读和理解商务英语文章的基本技能，提高阅读商务文章，获取商务信息的基本能力，并进一步提高商务英语读、写、译的能力，学会商务报刊文章中最常用的表达方法的实际运用。

三、与相关课程的联系

“商务英语阅读”课程的先修课程是英语专业专科基础英语课程。其他专业课程，如“进出口英语函电”、“外贸英语会话”、“外经贸应用文”等与本课程密切相关。

II、课程内容与考核目标

第一单元 教育

一. 学习目的和要求

(一) 介绍西方报刊杂志中关于教育方面的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. disembark v. 下船, 下飞机
2. chuckle v. 咯咯地笑
3. inequality n. 不平等
4. meritocracy n. 精英管理的社会
5. marvel v. 觉得惊奇
6. relish v. 从……得到乐趣, 喜爱
7. dopey adj. 笨的, 迟钝的
8. intuition n. 直觉
9. eclipse n. (日、月) 蚀
10. frenzy n. 疯狂
11. celebrity n. 名人
12. briefing n. 简报, (新闻) 发布会
13. eternity n. 永久
14. train depot n. 火车站
15. cadre n. 核心班子, 骨干队伍
16. friction n. 摩擦
17. meddle v. 管闲事
18. journalism n. 新闻学
19. rebuff v. 回绝
20. accost v. 打招呼, 搭话
21. quantify v. 量化
22. avalanche n. 雪崩, 大量的
23. hierarchy n. 等级制度
24. notorious adj. 声名狼藉的
25. drop out v. 中途退学
26. wayward adj. 任性的
27. permanent adj. 永久的
28. rational adj. 理性的, 明智的
29. recruit v. 招收
30. affinity n. 亲和力

31. credential n. 证书, 证明
32. reminisce v. 回忆
33. phobia n. 恐惧症
34. perimeter n. 周界, 周长
35. commercialised adj. 商业化的
36. shrink v. 萎缩
37. enrolment n. 注册
38. vigorous adj. 活跃的
39. momentum n. 发展势头
40. squeeze v. 挤堵
41. intrigue v. 吸引, 激起兴趣
42. dilemma n. 困境
43. elite n. 精英
44. lavish adj. 丰富的
45. gleefully adv. 愉快地
46. renunciation n. 摒弃

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. the Federal Reserve Board (美国) 联邦储备委员会
2. stockbroker 股票经纪人
3. financial consulting company 财政咨询公司
4. the Council of Economic Advisers 总统经济顾问委员会
5. mathematical economics 数理经济学
6. business forecaster 商情预测员
7. econometrician 计量经济学家
8. profit margin 利润率
9. revenue 财政收入

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. The magnetic needle behaved as if influenced by a hidden force field, rather than through a mechanical method of touch or contact.
2. He liked the fact that America, despite its inequalities of wealth and racial injustices, was more of a meritocracy than Europe
3. He gave in to her nagging that he smoked too much, and on Thanksgiving bet her that he would be able to abstain from his pipe until the New Year.
4. So it is not much of a stretch to see him as instinctively fearful of Greenspan.
5. What made this exercise memorable was the magazine's huge investment in economics and statistics, which generated an avalanche of data that went far beyond what the Commerce Department was then publishing.
6. Some time after Sandy's death I found myself reminiscing about all this with Hedley Donovan and mentioned his decision to resist hiring Alan

Greenspan.

7. So there's a good chance that if he had been offered the magazine job, he would have declined it, which implies, in turn, that Fortune's failure to make that job offer had no lasting impact on the American economy.
8. Perhaps management education would beat off its critics more effectively if it went back to its beginnings, and got more corporate managers to teach.

第二单元 创造财富

一、学习目的和要求

(一) 介绍西方报刊杂志中关于创造财富方面的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. buck n. 美元
2. drop off v. 减少
3. full-timer n. 专职工作人员
4. transcription n. 抄写, 誊写
5. scrapbooking n. 剪贴
6. perk n. 额外津贴
7. anonymous adj. 匿名的
8. demographic adj. 与人口统计有关的
9. archive n. 存档文件
10. proof n. 样张
11. showcase v. 突出展示
12. knack n. 诀窍
13. offbeat adj. 不同寻常的
14. entertainer n. 演艺者
15. county n. 郡, 县
16. reptile n. 爬行动物
17. hook v. 使(人)上当
18. cough up v. 不情愿的给(某物)
19. surcharge n. 附加费
20. sucker n. 易受骗的人
21. revolt v. 反抗
22. bold adj. 大胆的
23. waive v. 取消, 放弃
24. levy v. 征收, 征税

25. lobby	v.	游说
26. discretion	n.	判断力, 决定力
27. savvy	n.	智慧, 见识
28. stump	v.	惑, 难倒
29. lousy	adj.	糟糕的, 差劲的
30. up-front	adj.	预付的
31. whopping	adj.	巨大的, 庞大的
32. insane	adj.	疯狂的, 过度的
33. issuer	n.	发行者
34. alacrity	n.	敏捷, 欣然
35. scorecard	n.	记分卡
36. paltry	adj.	微不足道的
37. stash	v.	藏, 隐藏
38. sneaky	adj.	鬼鬼祟祟的, 卑鄙的
39. subsidize	v.	资助
40. stick in sb's craw	v.	使某人生气
41. saturated	adj.	饱和的
42. clutter	n.	混乱
43. venue	n.	集合地, 发生地点
44. motif	n.	主题
45. replica	n.	复制品
46. monument	n.	纪念碑
47. terrazzo	n.	磨石子地
48. tranquil	adj.	安静的
49. collaborative	adj.	合作的
50. proposition	n.	建议, 主张
51. unleash	v.	释放
52. molecule	n.	分子

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. network	网络沟通
2. promote	通过广告或做宣传活动促销
3. word processing	文字处理
4. bookkeeping	簿记, 记帐
5. virtual assistant	虚拟助理
6. administrative support	行政支助
7. online forum	网上论坛
8. direct sales	直销
9. subsidiary.	子公司
10. sign up	签约参加工作, 签约雇用
11. site	站点
12. line	系列商品
13. unbundled	对……分别计价
14. bounce	开具(支票)遭银行拒付而被退回
15. overdraft n.	透支, 透支额

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. Assistants set their own rates, which can vary from 5 percent for selling a vehicle to as much as 50 percent for selling low-priced merchandise like housewares.
2. That may not sound like a lot, but there are some good perks to be had.
3. On its website, United Airlines says its international flights (including trips to Puerto Rico and the U.S. Virgin Islands) can incur fuel surcharges of “up to \$150 per direction of travel, and which are subject to change at United’s discretion, without notice.”
4. At the rental-car counter, skip the up-front gas fee that allows you to return the vehicle empty. You'll only end up paying for gas you don't use.
5. It also pays to ask: Sometimes banks will waive monthly service charges or penalties if you're a good customer.
6. You're better off with a free or cheap non-interest checking account, and stashing the extra cash in a money market fund.
7. Taxes that would never pass muster with voters are instead fobbed off as “fees” on powerless visitors.
8. As a result, many stores and shopping centers are adopting new technologies designed to get shoppers through their doors by appealing to one or more of their senses.
9. But no matter what type of display-screen technology such installations utilize, they all face this common challenge: keeping the screens filled with fresh, interesting content.
10. Scent Air’s systems provide a way for retailers selling such items as flowers, baked goods and beauty products to unleash smells that correspond to their merchandise.
11. Several retailers selling merchandise that doesn’t have either a strong or specific scent component use ScentAir’s systems to disperse “thematic” fragrance, designed to pull passersby in by their noses.

第三单元 职场人生

一、学习目的和要求

(一) 介绍西方报刊杂志中关于职场人际关系方面的报道和论述，使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. dissuade v. 劝阻
2. fine-tune v. 调整
3. blindfold n. 眼罩
4. earplug n. 耳塞
5. faux pas n. 有失检点的话（或行为）
6. discernment n. 洞察力
7. brag v. 吹牛
8. tribune n. 论坛
9. velocity n. 迅疾，速度
10. lull n. 停滞
11. a hunk of n. 一大块的
12. subtlety n. 精明
13. enigma n. 谜，不可思议的东西
14. inexplicable adj. 无法说明的
15. equivocate v. 说话摸棱两可
16. condescend v. 俯就，屈尊
17. synopsis n. 大意，要略
18. hurrah n. 欢呼声
19. detrimental adj. 有害的
20. ordeal n. 折磨
21. pad n. 住处，房间
22. foulmouthed adj. 口出粗俗的，出言不逊的
23. buddy n. 密友，伙伴
24. illegible adj. 难辨认的，字迹模糊的
25. inadvertently adv. 不注意地，疏忽地
26. dejected adj. 沮丧的
27. troupe n. 剧团
28. audition v. 试音
29. formidable adj. 可怕的，令人生畏的
30. impart v. 传授
31. copywriter n. 广告词撰稿人
32. turbulent adj. 动荡的，骚乱的
33. pension n. 养老金，退休金
34. buyout n. 买断合同
35. correspondent n. （新闻）通讯记者
36. ruse n. 策略，谋略
37. lobster n. 龙虾
38. omen n. 预兆，征兆
39. hawk v. 沿街叫卖，兜售
40. humiliation n. 羞辱，蒙耻
41. indemnify v. 保障，保护
42. contingency n. 偶然事故，可能
43. impresario n. （剧院、乐团等的）经理人
44. rationale n. 解释，根本原因

- 45. trespass v. 违反伦理, 侵犯
- 46. quid pro quo n. 补偿物, 交换条件
- 47. spawn v. 造成
- 48. ambivalence n. 矛盾心理
- 49. perpetrator n. 作恶者
- 50. nepotism n. 裙带关系
- 51. extenuating adj. 情有可原的

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

- 1. circulation . 销售量, 发行额
- 2. shorthand . 速记
- 3. outsource 外包
- 4. tort 侵权行为

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

- 1. I told him that although he might be brilliant, his timing on certain things needed work—and that maybe he ought to pay more attention to what was going on around him.
- 2. Fortunately, I don't have to try too hard at this one, because I've been known to be on the blunt (and fast) side, which is good.
- 3. Riding in the car with him became an ordeal, because being in an enclosed space seemed to warm him up even more.
- 4. As a former lefty turned righty, thanks to an overzealous teacher, I had distinctly illegible handwriting—so bad that after taking dictation, I couldn't translate it.
- 5. but the Barbee case clearly illuminates the problems that employers face when they use dating policy to exclude Cupid from the cubicle.
- 6. They wish to assure other employees that the workplace is a meritocracy, not a patronage trough.
- 7. While a soured affair may dampen one's ardor for reporting to the same place of employment as one's ex, dating someone who shares the same profession turns out to be an excellent bet for lasting love.

第四单元 创业

一、学习目的和要求

(一) 介绍西方报刊杂志中关于创业方面的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. illustrate v. 举例说明
2. venture n. 冒险, 投机
3. gamble v. 赌博
4. humanity n. 人类, 人性
5. Christian n. 基督徒
6. fare n. 交通费用
7. principle n. 原则, 原理
8. wherein adv. 在其中
9. inhabitant n. 居民
10. frame n. 结构
11. complexion n. 面色, 肤色
12. bawl v. 大喊大叫
13. foresee v. 预见
14. prospective adj. 未来的, 预期的
15. mourner n. 哀悼者, 丧家
16. a swarm of n. 一大群
17. deplete v. 耗尽, 使……空竭
18. max out v. 最大限度地发挥
19. cumulative adj. 累积的
20. stake n. 股份
21. renovation n. 修复
22. tiptoe v. 踮着脚走
23. moonlighting n. 兼职
24. sack v. 解雇
25. plug v. (在此指) 极力宣传
26. accommodate v. 调节
27. passionate adj. 热情的
28. staffer n. 编辑, 采访记者
29. confront v. 面对, 遭遇
30. entrepreneur n. 创业者
31. rein v. 控制, 操控
32. jeopardy n. 危险, 险境
33. wrenching adj. 极度痛苦的
34. exhilarating adj. 令人振奋的
35. fall apart v. 崩溃, 瓦解
36. wreak v. 施加, 造成
37. havoc n. 浩劫, 大混乱
38. for openers 首先, 举个例子来说
39. resolve v. 决定, 决心
40. snap adj. 突然的
41. downfall n. 衰败, 垮台
42. agony n. 极度痛苦, 苦恼
43. vow v. 誓, 立誓
44. repercussion n. 反应, 影响

- | | |
|----------------------|--------------|
| 45. crave v. | 渴望, 切望 |
| 46. innately adv. | 天生的 |
| 47. guts n. | 勇气, 胆量 |
| 48. perplexing adj. | 令人困惑的, 令人困窘的 |
| 49. generate v. | 产生 |
| 50. be stuck with v. | 被迫接纳 (受) |
| 51. recklessly adv. | 不顾后果地 |
| 52. virtually adv. | 实际上 |
| 53. aversion n. | 厌恶, 讨厌 |
| 54. baffled adj. | 困 (迷) 惑的 |
| 55. assessment n. | 评估, 评价 |
| 56. assume v. | 承担 |
| 57. paralyze v. | 使失去勇气, 使气馁 |
| 58. critical adj. | 决定性的 |
| 59. drastically adv. | 彻底地, 完全地 |

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

- | | |
|---------------------------|-----------|
| 1. statistical account | 统计帐目 |
| 2. real estate | 不动产 |
| 3. mortgage | 抵押 |
| 4. foreclose | 取消抵押品赎回权 |
| 5. trust | 联合企业, 托拉斯 |
| 6. venture capital firm | 风险投资公司 |
| 7. commercial bank | 商业银行 |
| 8. executive director | 执行董事 |
| 9. venture capitalist | 风险投资家 |
| 10. public relations firm | 公关公司 |
| 11. gross profit | 毛利 |
| 12. venture firm | 风险企业 |
| 13. inventory | 库存 |
| 14. ad agency | 广告代理 |
| 15. acquisition | 收购 |
| 16. layoff | 解雇, 裁员 |
| 17. investment limit | 投资限制 |
| 18. credit | 信贷 |
| 19. daycare center | 日托中心 |
| 20. loan payment | 贷款支付 |
| 21. track record | 工作业绩 |
| 22. lender | 贷方, 债权人 |

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. Study it wherever you choose——in business, in your profession, in your housekeeping, whatever your life, that one thing is the secret of success.
2. My friends, did you ever read that wonderful book of Riis, wherein is

given his statistical account of the records taken in 1889 of 107 millionaires of New York.

3. A.T. Stewart went on that principle until he was worth what amounted afterward to forty millions of dollars, owning the very store in which Mr. Wanamaker carries on his great work in New York.
4. Otrib, which gets a cut of up to 15% on sales of bereavement cards and flowers that mourners purchase on the site, brings in \$5,000 in revenue a quarter.
5. It had made the experience exciting, exhilarating—a test of my business savvy, in which I had total confidence.
6. Once I had faced up to the reality of my risk-taking personality, I was able to figure out what I could do to make sure that I kept it under control and never let it wreak havoc on my company and my employees again.
7. Unfortunately, I didn't realize it until I'd already made a series of decisions that led my company into Chapter 11 and forced me to lay off more than 2,000 employees.
8. I would make a point of listening until I clearly understood what people were trying to tell me and why.

第五单元 经营管理

一、学习目的和要求

(一) 介绍西方报刊杂志中关于经营管理方面的报道和论述，使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法：

- | | | |
|------------------|------|---------|
| 1. dread | n. | 恐惧 |
| 2. prime | adj. | 主要的 |
| 3. downsize | v. | 缩减人手 |
| 4. diminish | v. | 减少 |
| 5. productivity | n. | 生产力 |
| 6. innovation | n. | 改革 |
| 7. consultancy | n. | 顾问，服务公司 |
| 8. discretionary | adj. | 任意的 |
| 9. spectacular | adj. | 观的 |
| 10. deficit | n. | 赤字 |
| 11. metric | n. | 衡量标准 |
| 12. devise | v. | 设计 |

13. intuitively adv.	直观地
14. spirituality n.	精神性
15. initiative n.	主动性
16. bureaucracy n.	官僚作风, 官样文章
17. attributable adj.	可归于……的
18. relinquish v.	放弃
19. enticing adj.	吸引人的
20. spot v.	认出
21. retention n.	保持力
22. foster v.	培养
23. captivity n.	禁闭
24. toolkit n.	工具箱
25. alignment n.	结盟
26. elusive adj.	难捉摸的
27. autonomy n.	自主
28. authentic adj.	可信的
29. invoke v.	调动
30. onus n.	责任
31. authenticity n.	真实性
32. proactive adj.	积极主动的
33. blogosphere n.	网络日志空间
34. tarnish v.	失去光泽
35. empower v.	授权与, 使能够
36. unwittingly adv.	不知情地, 无意地
37. laptop n.	膝上型电脑
38. vent steam on v.	泄愤
39. heed v.	注意, 留意
40. dispatch v.	派遣
41. launch v.	开办, 发起
42. rein n.	控制权, 权力
43. screw up v.	振作
44. mess n.	混乱, 脏乱
45. get in the way v.	妨碍
46. confess v.	承认, 坦白
47. retrain v.	重新教育, 再教育
48. scrap v.	废弃
49. empathy n.	移情作用
50. diligently adv.	勤勉地, 坚持不懈地
51. fake v.	伪造, 捏造
52. relegate to v.	委托给, 移交给
53. go ballistic	大发雷霆
54. cede v.	割让, 转让
55. compensate v.	偿还, 补偿
56. advocate n.	提倡者, 拥护者

57. radical	adj.	激进的
58. notion	n.	想法, 主张
59. harness	v.	利用……产生动力
60. proofread	v.	校对
61. retrieve	v.	收回
62. recount	v.	叙述
63. usurp	v.	篡夺
64. misstep	n.	失足
65. lurk	v.	潜伏
66. derail	v.	危及
67. encounter	n.	冲突
68. loner	n.	孤独的人
69. collegial	adj.	同僚间权力平等的
70. turf	n.	地盘, 势力范围
71. alliance	n.	联盟
72. visibility	n.	引人注目, 可见度
73. harbinger	n.	预兆
74. expertise	n.	专门技术
75. highlight	v.	强调
76. dictum	n.	格言
77. replenish	v.	补充
78. lucrative	adj.	赚钱的, 生利的

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. cost-cutting	成本削减
2. press release	新闻稿
3. giant manufacturer	大生产商
4. a market researcher	市场调研员
5. career trap	职场陷阱
6. career-counseling	职业咨询服务
7. financial department	财务部门
8. training budget	培训预算
9. Chief Financial Officer (CFO)	公司首席 财政官或财务总监
10. streamline procedures	精简程序
11. a retail buyer	零售采购员
12. overspend	超支
13. advance	预付

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. In today's lean business, committed employees who go the extra mile help the company get to the winning tape first.
2. And if costs have been cut to the bone, the only way you can grow is through better productivity, innovation and service—which comes down

to the willingness of your people to muck in, pull together and go that extra mile, for the success of the company.

3. 'The reason why engagement matters now,' says Jim Crawley, a principal at Towers Perrin, 'is that while previously anyone would intuitively have said there is a link between people being well disposed towards an organization and the likelihood of that organization being successful, now there is evidence to prove it.'
4. Others want to make as much money with as much flexibility and as little commitment as possible.
5. Dell's worst problem had been that customers were having too many of the wrong conversations with too many service technicians in too many countries.
6. Today, customers share their knowledge in so many ways that Dell's team says the challenge is to manage that knowledge and spread it.
7. Having allies who speak well of you increases your visibility to top management.
8. Handle it right, and you may even come out ahead of the game.

第六单元 效率

一、学习目的和要求

(一) 介绍西方报刊杂志中关于经济生活中的效率方面的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. ponder v. (仔细) 考虑, 深思
2. contradiction n. 矛盾
3. insight n. 洞察力, 见识
4. opt for v. 选择
5. transaction n. 交易, 事务
6. intermediary adj. 中间的, 媒介的
7. secure v. 赢得, 获得
8. originator n. (计) 始发站, 始发者
9. upload v. (计) 上传
10. frustrated adj. 沮丧的, 郁闷的
11. subscriber n. 订购人

12. overloaded adj. 超载的, 负荷过重的
13. boom v. 繁荣, 景气
14. stagnate v. 停滞, 不景气
15. browse v. 浏览
16. coupon n. 息票, 赠券
17. inefficiency n. 无效, 无能
18. boost v. 推进, 提高
19. a multitude of n. 大量的
20. norm n. 模范, 典型
21. tempo n. 速度, 步调
22. gadget n. 小配件, 小玩意
23. satnav n. 卫星导航
24. spring v. 涌出, 突然提出
25. baseline n. 基线, 基准
26. wear and tear v. 损耗, 折磨
27. cardiovascular adj. 心血管的
28. immune adj. 免疫(性)的
29. pace v. 踱步, 缓慢走
30. shift gears v. 改变方式
31. self-inflicted adj. 自己施加[强加]的
32. default n. 默认
33. log on to v. 登录
34. tap away v. 轻轻敲打
35. zap v. 快速做
36. commandment n. 戒律
37. skinny adj. 小的
38. puritan adj. 清教徒似的
39. virtue n. 品德, 美德
40. stress-junkie n. 对压力有瘾者
41. cranky adj. 脾气古怪的
42. fall flat v. 达不到预期效果
43. enthrall v. 迷惑, 迷住
44. legitimately adv. 正当地, 合理地
45. resonate v. 共鸣
46. counter v. 反对
47. come into relief v. 突显
48. backlash n. 强烈反响, 对抗性的反应
49. out of synch 不同步
50. arena n. 竞技场, 舞台
51. water down v. 加水冲淡
52. validation n. 确认
53. diehard n. 顽固分子
54. competency n. 资格, 能力
55. get ahead of v. 胜过, 超过

- 56. theatrical adj. 戏剧性的
- 57. roast v. 烘烤
- 58. doughnut n. 油炸圈饼
- 59. gourmet n. 美食家
- 60. make hay out of v.使对自己有利

(2) 掌握课文中的专业术语，能够准确进行中英文互译：

- 1. file reader 文档阅读器
- 2. software retailer 软件零售商
- 3. honor code 诚信保证书
- 4. price elasticity 价格弹性
- 5. subcontract 转包
- 6. blue-chip advertisers 王牌广告商
- 7. site-security application 网站安全应用程序
- 8. keyboard shortcuts 快捷键
- 9. digital goods 数字商品
- 10. site software 站点搜索软件
- 11. mobile devices 移动设备
- 12. online retailers 网络零售商
- 13. search engine company 搜索引擎企业

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义；

(2) 能够准确翻译与这些句式相关的句子。

- 1. But those who balk at paying can get the software for free by using TrialPay's system to opt for over 150 alternative transactions from a range of companies.
- 2. He says his service is a way of turning some of the money that a retailer is willing to pay to acquire a customer into savings for that customer – unlike paid search, where the money goes to the search engine company.
- 3. So what could be less relevant to the working day than the "slow" movement?
- 4. The more switching back and forth we do——between, say, talking on the phone, scanning email, and thinking about the next meeting——the less impressive our performance will be.
- 5. My daughter, on the other hand, had a great time...and the argument can be legitimately made that the experience is supposed to resonate more with her than with me.
- 6. If you have them, and you aren't facing them head on, then you are making a mistake that could, in the long run, be fatal.

第七单元 人力资源

一、学习目的和要求

(一) 介绍西方报刊杂志中关于人力资源方面的报道和论述，使学生学习并

了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. observe v. 评述, 发表意见
2. billboard n. 告示板
3. feature v. 以……为特色
4. sue v. 控告
5. poll n. 民意测验
6. retain v. 保持, 保留
7. vacancy n. 空缺
8. consultant n. 顾问
9. curve n. 曲线
10. synonym n. 同义词
11. spectacularly adv. 惊人地
12. cheerleader n. 拉拉队长
13. boast v. 自夸, 以有……而自豪
14. intangible adj. 无形的
15. patent n. 专利
16. transformational adj. 转换的
17. project v. 预测
18. downsizing n. 人员裁减
19. blue-chip adj. 蓝筹的, 一流的
20. bug n. 烦扰
21. magnet n. 有吸引力的人或物
22. entice v. 引诱
23. retirement n. 退休
24. lifespan n. 寿命
25. estimate v. 估计
26. unavoidable adj. 不可避免的
27. announce v. 宣布
28. mortality n. 死亡率
29. hypothetical adj. 假设的, 假定的
30. synthetic adj. 合成的, 人造的
31. statistics n. 统计数字
32. ominously adv. 不吉利的
33. dispose v. 处理, 处置
34. odds n. 可能性, 机会
35. uniqueness n. 唯一性, 独特性
36. inane adj. 无意义的, 无比愚蠢的
37. assiduous adj. 专心致志的, 勤勉的
38. futile adj. 无效的, 无用的

39. culprit n.	罪犯
40. obesity n.	肥胖
41. homicide n.	杀人行为
42. poignant adj.	令人痛苦的
43. barometer n.	晴雨表, 变化的标志
44. plunge v.	突然下降
45. baby boom	生育高峰(特指二战后(1946——1964)在美国出现的现象)
46. surge n.	急剧上升
47. implication n.	可能会出现的影响(或作用, 结果)
48. geriatric adj.	老人的
49. burgeon v.	萌芽, 迅速成长
50. unprecedented adj.	空前的
51. Bangladeshi n.	孟加拉国人
52. manufacturing n.	制造业
53. electoral adj.	选举的
54. stance n.	姿态
55. curb v.	限制, 控制
56. astronomical adj.	天文数字的
57. offset v.	抵消
58. marginally adj.	有限地
59. crunch n.	短缺, 不足
60. recipe n.	产生途径
61. strife n.	冲突
62. population implosion	人口锐减

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. conglomerate	企业集团
2. back-office	事务部门, 内勤人员
3. actuary	保险精算师
4. life expectancy	预期寿命
5. decimal place	小数位
6. vicious cycle	恶性循环
7. hard-right politician	强硬右翼政客

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. Accenture, a management consultancy, calculates that intangible assets have shot up from 20% of the value of companies in the S&P 500 in 1980 to around 70% today.
2. Indeed, companies do not even know how to define “talent”, let alone how to manage it.
3. Another corporate disaster, Long-Term Capital Management, was even more talent-heavy than Enron, boasting not only MBAs but Nobel

- prizewinners among its staff.
4. Thanks to all that downsizing, the old social contract— job security in return for commitment—has been breaking down, first in America and then in other countries.
 5. Let's start with what we know: that life expectancy in the United States is about 78.
 6. Answer a few dozen questions about yourself, and they tell you your life expectancy.
 7. But the ability of societies to absorb foreigners could well determine which economies will grow – and which will fade into the twilight.
 8. Germany would have to boost immigration twenty fold and Japan fifty fold to offset the population implosions.

第八单元 领导艺术

一、学习目的和要求

(一) 介绍西方报刊杂志中关于领导艺术方面的报道和论述，使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法：

- | | | |
|---------------------|------|-----------|
| 1. charismatic | adj. | 有魅力或领袖气质的 |
| 2. tightfisted | adj. | 吝啬的 |
| 3. visionary | adj. | 理想主义的 |
| 4. render | v. | 致使 |
| 5. defer | v. | 延缓 |
| 6. trigger | v. | 引发 |
| 7. redefine | v. | 重新解释 |
| 8. delegate | v. | 委托他人 |
| 9. constituency | n. | 选民，支持者 |
| 10. acquiesce | v. | 默许 |
| 11. measurably | adv. | 可测定程度地 |
| 12. panel | n. | 专门小组 |
| 13. restraint | n. | 限制 |
| 14. ethical | adj. | 合乎道德的 |
| 15. compatible with | v. | 与……一致的 |
| 16. inherently | adv. | 天性地，固有地 |
| 17. meticulously | adv. | 小心翼翼地 |

18.	accountable	adj.	应负责任的
19.	explicitly	adv.	明确地
20.	superior	n.	上级
21.	subordinate	n.	下属
22.	peer	n.	同等地位的人
23.	perception	n.	理解
24.	professional	n.	专业人员
25.	meld	v.	混合, 合并
26.	matchup	n.	匹配
27.	disseminate	v.	发布
28.	clarification	n.	澄清
29.	convene	v.	召集
30.	penalty	n.	不利结果, 惩罚
31.	encroach	v.	侵占
32.	self-discipline	n.	自我修养, 自律
33.	adjourn	v.	休会
34.	numb	v.	使麻木
35.	aspiring	adj.	有志气的, 有抱负的
36.	motivate	v.	激发, 激励
37.	vastly	adv.	极大地
38.	discipline	n.	纪律
39.	compel	vt.	推动
40.	creativity	n.	创造力
41.	integrity	n.	正直
42.	drown out	v.	淹没
43.	potentially	adv.	潜在的
44.	clarity	n.	清楚, 明晰
45.	scary	adj.	吓人的, 可怕的
46.	competitor	n.	竞争者, 对手
47.	obstacle	n.	障碍
48.	persistent	adj.	坚持的
49.	intelligence	n.	智力
50.	frontline	n.	前线
51.	theoretical	adj.	理论的
52.	pronouncement	n.	声明, 宣告
53.	transparency	n.	透明度
54.	disrupt	v.	使混乱, 扰乱
55.	brilliant	adj.	有才气的
56.	essence	n.	本质, 精华

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1.	price/earnings ratio	股票市盈率
2.	cost of capital	资本成本
3.	stakeholder	股东
4.	conglomerate	联合企业 (由许多不同行业的公司组成的有

不同经营范围的大企业)

- | | |
|------------------------|----------|
| 5. knowledge-based | 以知识为基础的 |
| 6. tax accounting | 税务会计 |
| 7. industry structure | 产业结构 |
| 8. manage conflict | 冲突管理 |
| 9. old-line businesses | 老字号、老牌商号 |
| 10. core values | 核心价值 |
| 11. mission statements | 使命 |
| 12. core strength | 核心竞争力 |

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. He organized his working day so that it began with tutorials on foreign policy by the secretaries of state and defense.
2. It was getting rid of GE businesses that, no matter how profitable, could not be number one or number two in their industries.
3. Effective executives know that they have ultimate responsibility, which can be neither shared nor delegated.
4. Problems have to be taken care of, of course; they must not be swept under the rug.
5. This one may sound simple; it isn't, but it needs to be strictly observed.
6. But the demand is much too great to be satisfied by extraordinary talent.
7. Referring to herself jokingly as a 'perspiring actress', rather than an 'aspiring actress'.
8. The idea that everyone in America has an equal chance, that our fates are not determined by accidents of birth, is one of our core values.

第九单元 竞争

一、学习目的和要求

(一) 介绍西方报刊杂志中关于企业和市场中的竞争方面的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

- | | | |
|------------------|------|------|
| 1. sift | v. | 筛选 |
| 2. plague | v. | 使苦恼 |
| 3. dearth | n. | 缺乏 |
| 4. applicant | n. | 申请者 |
| 5. fertile | adj. | 富饶的 |
| 6. inappropriate | adj. | 不适合的 |

7.	divert	v.	转移
8.	gauge	v.	测定
9.	matchmaking	n.	做媒
10.	influx	n.	流入
11.	frustrating	adj.	令人困扰的
12.	indiscriminately	adv.	加选择地
13.	aggressively	adv.	侵略性地
14.	contend	v.	声称
15.	negotiate	v.	谈判
16.	overqualified	adj.	资历过高的
17.	portfolio	n.	文件夹
18.	assess	v.	评估
19.	irrelevant	adj.	不相关的
20.	bid	v.	投标
21.	anticipated	adj.	预期的
22.	nasty	adj.	难以应付的, 令人厌恶的
23.	rescue	v.	援救, 营救
24.	trim	v.	削减, 调整
25.	concession	n.	让步, 妥协
26.	rot	v.	腐烂, 腐蚀
27.	veteran	n.	经验丰富的人
28.	backlog	n.	积压
29.	prescription	n.	规定, 处方
30.	eligible	adj.	合格的
31.	generosity	n.	慷慨大方
32.	unsustainable	adj.	无法支撑的, 无法维持的
33.	outraged	adj.	愤慨的
34.	petition	v.	请愿, 请求
35.	cite	v.	召集, 发动
36.	hostile	adj.	怀敌意的
37.	arrogant	adj.	傲慢的, 自大的
38.	tentative	adj.	暂定的, 试验性的
39.	illuminate	v.	照亮
40.	allegation	n.	谣言
41.	stoppage	n.	中断
42.	scant	adj.	不充分的, 不足的
43.	truce	n.	和解
44.	fiscal	adj.	财政的
45.	upbeat	adj.	乐观的
46.	jet-setting	adj.	乘喷气式客机往来各地的
47.	sour	v.	变酸, 恶化
48.	mill	v.	无目的地乱转
49.	slash	v.	大幅削减
50.	zoom	n.	急速上升

51. temp v.	作临时雇员
52. weigh v.	权衡, 考虑
53. stature n.	声望; 获得的地位
54. merit v.	应得
55. extension n.	展期
56. whine v.	抱怨
57. bleak adj.	黯淡的
58. ethos n.	社会精神
59. bail out v.	脱困, 使从困难环境中解脱

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. bankruptcy	破产
2. brand-name	品牌
3. guerrilla tactics	游击战术
4. sandwich board	挂在身上的广告牌
5. the lunch-break crush	午休时间街上拥挤的人群
6. record numbers	前所未有的数量
7. job crunch	就业危机
8. recession	经济不景气
9. laid-off workers	下岗工人
10. director of operations	业务主任
11. web designer	网络设计员
12. equity	资产
13. patent lawyer	有执照的律师
14. benefits	救济金
15. go solo	单干

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. For business owners plagued by a dearth of candidates for key job openings, the Web was supposed to provide an ideal solution.
2. The time and expense of dealing with a huge influx of resumes is all the more frustrating because much of the flow comes from online applicants who indiscriminately bombard hirers with resumes.
3. With online job postings sometimes pulling in more than a thousand applicants, the ability to winnow the flood could mean the difference between being able to retain control of the hiring process and having to bring in a professional recruiter—at a typical cost of \$30,000 for a midlevel hire.
4. For that matter, it's easy to imagine the not-all-that-distant day when online tools make it so easy to find people to fill a specific slot that the notion of permanent jobs becomes irrelevant for many positions.
5. Still, the CEO now feels the company is in better shape than ever and is making significant progress toward moving from an old-line can and pack

Company to sophisticated enterprise with flexible production lines and the capability to quickly produce special products for private-label customers and supermarkets.

6. Several managers either resigned or refused to across the picket line, leaving Woerner and the co-op members even more short-handed than they had expected.
7. But if happiness is largely a matter of expectations, losing a job can be hardest, psychologically, on those who have the farthest to fall
8. During her year of unemployment, Zoe Quan has plumped her network of contacts, built over 17 years in telecommunications, to no avail.
9. Her degrees from Harvard and the University of Chicago have not bailed her out nor has her minority status.

第十单元 股市沉浮

一、学习目的和要求

(一) 介绍西方报刊杂志中关于股市方面的报道和论述，使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

- | | | |
|-------------------|------|----------|
| 1. endow | v. | 赋予 |
| 2. inheritance | n. | 遗传, 遗产 |
| 3. perseverance | n. | 百折不挠 |
| 4. compound | v. | 以复利增加 |
| 5. amass | v. | 积聚 |
| 6. formula | n. | 惯用方式 |
| 7. compact car | n. | 小型汽车 |
| 8. civil engineer | n. | 土木工程师 |
| 9. mechanism | n. | 办法, 途径 |
| 10. thwart | v. | 挫败 |
| 11. implement | v. | 贯彻 |
| 12. paycheck | n. | 薪水 |
| 13. horizon | n. | 视野 |
| 14. sock away | | 储蓄, 存(钱) |
| 15. downturn | n. | 低迷时期 |
| 16. proportion | n. | 比例, 部分 |
| 17. prevail | v. | 盛行, 流行 |
| 18. pessimism | n. | 悲观, 悲观主义 |
| 19. jumble | n. | 混杂 |
| 20. coherent | adj. | 连贯的, 一致的 |

21. segment	n.	部分
22. respectively	adv.	分别地
23. cruise	v.	巡游, 悠闲随意
24. minimize	v.	最小化
25. setback	n.	挫折, 挫败
26. pile into	v.	挤入, 进入
27. diversify	v.	使多样化, 作多样性的投资
28. cushion	v.	缓和, 减轻(压力)
29. flame out	v.	突然冒火焰, 突然失控
30. outperform	v.	做得比……好, 胜过
31. jettison	v.	抛掉, 抛弃
32. wary	adj.	谨慎的, 警惕的
33. invulnerable	adj.	不会受伤害的, 安全的
34. filter out	v.	滤除
35. volatile	adj.	易波动的, 不稳定的
36. conversely	adv.	相反地
37. tidbit	n.	小栏报导
38. sort out	v.	澄清, 弄清
39. rattle	v.	使惊慌失措, 激怒
40. savor	v.	尽情享受
41. sidestep	v.	回避(困难)
42. pitfall	n.	陷阱, 隐患
43. impair	v.	削弱
44. grim	adj.	严酷的
45. trade-off	n.	交易, 平衡
46. self-knowledge	n.	自知之明, 自觉
47. pluck	v.	摘, 猛拉
48. incentive	n.	动机

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. portfolio	投资组合
2. annual returns	年收益率
3. compound interest	复利
4. CD (certificate of deposit)	存款单
5. treasury bills (T-bill)	短期国库卷
6. money-market funds	由银行操作的无风险的, 利息较高的存款
7. share prices	股价
8. managed fund	管理基金
9. performance list	绩效排行榜
10. long-term returns	长期盈利
11. short-term outsize gains	短期超大赢利
12. diversified portfolio	多样化投资组合
13. trading patterns	交易模式
14. percentage points	百分点
15. tolerance for risk	忍受亏损的极限

- | | |
|---------------------|-------------|
| 16. bear market | 熊市, 空头市场 |
| 17. bull market | 牛市, 行情看涨的市场 |
| 18. investing cycle | 投资周期 |

(二) 掌握课文中的句式

- (1) 能够准确理解课文中有关商务英语的常用句子结构和意义;
- (2) 能够准确翻译与这些句式相关的句子。
1. In the long run the cost per share evens out, and best of all you develop the habit of staying in the market for the long run.
 2. Voting as a group made it more difficult to be panicked into selling when prices fell or selling when prices shot up.
 3. At times it's a real struggle to find stocks that are going anywhere but down.
 4. Your parents' oohs and ahs notwithstanding, what you really had was just a random assortment of shells.
 5. Soon we have a portfolio resembling our jumble of seashells: a hodgepodge of investments chosen with no coherent strategy and little regard as to whether they work together.
 6. Once a stock is underwater, we'd do anything rather than sell that baby before it gets back to even.
 7. Similarly, investors with a strong emotional reaction to market swings often buy and sell at the wrong time and may trade more, thus racking up hefty investment costs.
 8. If you aren't risk-averse enough, you could end up blowing yourself up and losing all your money.
 9. These folks, who had lesions on their brains that limited their emotional reactions, were more willing to take gambles where the potential payoff easily outweighed the potential loss.

第十一单元 金融危机

一、学习目的和要求

(一) 介绍西方报刊杂志中关于金融危机方面的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

- | | | |
|----------------|----|--------|
| 1. divulge | v. | 透露, 泄露 |
| 2. eschew | v. | 避开 |
| 3. fiasco | n. | 惨败 |
| 4. volatility | n. | 变动性 |
| 5. leverage up | v. | 提高 |

6. stump up v.	付出
7. dimension n.	尺寸, 方面
8. unilaterally adv.	单方面地,
9. disperse v.	分散, 消散
10. liquidity n.	流动性
11. leverage n.	杠杆作用
12. prop v.	支撑, 维持
13. intertwine v.	缠绕
14. prominent adj.	突出的, 显著的
15. sphere n.	范围, 领域
16. realm n.	领域
17. grasp v.	领会, 理解
18. oversight n.	监管, 监督
19. recapitalize v.	资产重组
20. infusion n.	注入
21. disruption n.	中断, 分裂
22. recession n.	经济衰退, 不景气
23. debacle n.	崩溃
24. acknowledge vt.	承认
25. likelihood n.	可能性
26. catastrophe n.	大灾难
27. refreshing adj.	提神的, 给人新鲜感的
28. anticipate v.	在……之前有所作为, (以抢先行动来)
防止	
29. avert v.	避免
30. collapsing n.	倒塌, 崩溃
31. surplus n.	盈余
32. pensioner n.	领退休金的人
33. partially adv.	部分地
34. column n.	专栏
35. massive adj.	巨大的
36. indebtedness n.	负债
37. deflation n.	通货紧缩
38. bubble n.	泡沫
39. presciently adv.	有先见之明地, 有预见性地
40. brink n.	边缘
41. restore v.	重建
42. institution n.	机构
43. inspire v.	鼓舞, 激发
44. intensify v.	加强, 强化
45. distortion n.	扭曲, 歪曲
46. irony n.	讽刺
47. adherent n.	信徒
48. dogma n.	教条

49. manipulate	v.	操纵, 利用
50. speculation	n.	投机
51. distinction	n.	区别, 差别
52. shareholder	n.	股东
53. creditor	n.	债权人
54. assertion	n.	主张, 断言
55. mineral	n.	矿物
56. vulnerability	n.	弱点, 易遭攻击(处)
57. abandonment	n.	放弃
58. inflation	n.	通货膨胀

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. hedge fund	对冲基金
2. position	头寸
3. junk bonds	后保债券
4. financial order	金融秩序
5. credit crunch	信贷紧缩
6. capital market	资本市场
7. risk management	危机管理
8. trade surplus	贸易顺差、贸易盈余
9. sovereign wealth funds	主权财富基金
10. investment bank	投资银行
11. financial assets	金融资产
12. government bond	公债、政府债券
13. hedge fund	对冲基金
14. credit crisis	信用危机
15. leveraged buyout	融资买入
16. Reserve Bank	储备银行
17. banking system	银行系统
18. liquidity crisis	清偿能力, 流动性危机
19. budget surplus	预算盈余
20. make one-off payment	一次性付款
21. financial market	金融市场

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. Since everyone else is heading for the exits at the same time, these become crowded, moving prices against those trying to get out, and requiring still more unwinding of positions.
2. It would be neither fitting nor efficacious for this Government to undertake to draw up unilaterally a programme designed to place Europe on its feet economically.
3. Far more than ever before, products, capital, and personnel are becoming intertwined, as business entities increasingly consider their market as being global rather than simply domestic.

4. Thus an applicant should comb his academic history or personal experience for anything that makes him stand out, and then highlight it.
5. What is unacceptable is that the Reserve Bank and the Australian Treasury, which are supposed to be the custodians of the Australian economy, were apparently unable either to anticipate the current economic crisis or to put in place measures to avert it.
6. The economy could then find itself in a contractionary spiral, with wage deflation feeding a collapse in spending, and collapsing spending feeding further wage deflation.
7. Having experienced the effects of an over-zealous appetite for real estate, it is probable that both of these factors are unlikely to be as potent in the future.

第十二单元 时间投资

一、学习目的和要求

(一) 介绍西方报刊杂志中关于时间是最重要资源的报道和论述，使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法：

- | | | |
|-----|--------------------|----------|
| 1. | obsession n. | 困扰 |
| 2. | sophisticated adj. | 世故的，老练的 |
| 3. | indefinitely adv. | 不确定地 |
| 4. | viable adj. | 可行的，可实施的 |
| 5. | convince v. | 使信服 |
| 6. | seminar n. | 专家讨论会 |
| 7. | recipient n. | 接受者 |
| 8. | devastating adj. | 破坏性的 |
| 9. | ego n. | 自尊心 |
| 10. | compelling adj. | 令人信服的 |
| 11. | break even adj. | 盈亏相抵的 |
| 12. | parasailing n. | 帆伞运动 |
| 13. | excursion n. | 短程旅行 |
| 14. | fantasy n. | 幻想 |
| 15. | liken v. | 把……比作 |
| 16. | wondrous adj. | 奇妙的 |
| 17. | inevitable adj. | 不可避免的 |
| 18. | agonizing adj. | 痛苦的 |
| 19. | indispensable adj. | 不可缺少的 |
| 20. | badge n. | 勋章 |

21. ambitious adj.	有雄心的
22. self-imposed adj.	自我强加的
23. getaway n.	短假, 假日休暇地
24. deprivation n.	剥夺
25. compile v.	汇编
26. grapple v.	斗争
27. rapid-fire adj.	速射的, 连珠炮似的
28. instantaneous adj.	即时的
29. boundary n.	边界线
30. fluid adj.	不固定的
31. symptom n.	症状
32. clinical adj.	临床的
33. syndrome n.	综合病症
34. envision v.	想象
35. miserable adj.	悲惨的
36. devastate v.	毁坏
37. glut n.	供应过剩, 充斥
38. disciplinary adj.	执行纪律的, 惩戒性的
39. prompt v.	鼓动, 促使,
40. freelance adj.	自由职业的
41. resent v	憎恶, 怨恨
42. infuriating adj.	令人发怒的
43. sane adj.	健全的
44. teeth-grinder n.	咬牙切齿的人
45. retreat v.	退却, 退避
46. auditory adj.	听觉的
47. meditate v.	沉思, 冥想
48. jostle v.	挤拥, 推撞
49. Muslim n.	穆斯林
50. variant n.	变型, 变体
51. atheist n.	无神论者
52. abide v.	容忍, 忍耐
53. distract v.	使……分散
54. intrigue v.	激起(某人)的兴趣/好奇心

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. law firm	律师事务所
2. public transport	公共交通工具
3. managing director	总经理
4. graphic designer	平面设计师
5. tube network	地下铁路网
6. carbon emission	碳化物排放
7. environmentally friendly transport system	环境友好型交通/运输系统
8. real terms	实物条件
9. UHT milk	经高温消毒的牛奶

- | | |
|----------------------|------|
| 10. carbon footprint | 碳足迹 |
| 11. spiritual solace | 精神慰藉 |

(二) 掌握课文中的句式

- (1) 能够准确理解课文中有关商务英语的常用句子结构和意义;
- (2) 能够准确翻译与这些句式相关的句子。
 1. Then again, what makes sense for one person may be a recipe for failure for someone else.
 2. He'd wind up wasting a lot of precious time, which would come back to haunt him even if he quit before spending all of his money.
 3. If his new business did not become viable—that is, able to sustain itself on its own internally generated cash flow—within approximately 24 months, he would probably have to look for a job.
 4. Indeed, expectations of just how wondrous the ever-shrinking American vacation should be have been ratcheted up to levels usually reserved for New Year's Eve.
 5. But it is not cruel Dickensian bosses and heartless company policies that prevent employees from enjoying — or worse, —taking their vacations.
 6. The more commuters get squeezed into limited spaces on their increasingly long journeys, the greater becomes their desire to retreat into the only private space they own—that between their ears.
 7. In between each carriage there's a space, so just be aware of the space in between your thoughts, and the gaps.

第十三单元 环境保护

一、学习目的和要求

(一) 介绍西方报刊杂志中关于环境保护报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

- | | | |
|-----------------|------|-----------------|
| 1. predecessor | n. | 前任 |
| 2. maxim | n. | 行为准则 |
| 3. alienation | n. | 疏远 |
| 4. genteel | adj. | 有教养的, 上流的 |
| 5. demoralise | v. | 使道德败坏 |
| 6. regime | n. | 政体 |
| 7. edict | n. | 布告, 法令 |
| 8. sprawl | n. | 散乱, (城市的) 无计划扩展 |
| 9. rehabilitate | v. | 修复 |
| 10. inflict | v. | 加害 |

11. buzzword n. 时髦语
12. ulcer n. 溃疡
13. surmount v. 克服
14. decompose v. (使) 分解
15. logo n. 标识语
16. disposable adj. 用完即可丢弃的
17. well-meaning adj. 善意的, 好心的
18. tote n. 手提袋
19. boon n. 非常有用的东西
20. sustainability n. 可持续发展
21. freebie n. 免费赠品
22. fabric n. 织物
23. ubiquitous adj. 无所不在的
24. accessory n. 附件, 配件
25. triple v. 使三倍于
26. polyester n. 聚酯, 涤纶
27. pledge v. 许诺, 保证
28. ingrained adj. 根深蒂固的
29. trunk n. (汽车后部) 行李箱, 后备箱
30. taboo n. 禁忌
31. track v. 追踪
32. incremental adj. 增长的, 增量的
33. diaper n. 尿布
34. downtrodden adj. 被压制的, 被蹂躏的
35. adorn v. 装饰
36. mafia n. 黑手党
37. toehold n. 立足点
38. sewage n. 污物, 垃圾
39. strew v. 散播, 撒满
40. harass v. 打扰, 骚扰
41. endorsement n. 赞同, 签署
42. prominently adv. 显著地, 卓越地
43. clout n. 影响力
44. haul v. 用卡车等运送 (某物)
45. detergent n. 洗涤剂
46. scent v. 使……有香味
47. compress v. 挤压, 压缩
48. contraption n. 器械, 装置
49. batch n. 一批, 成批
50. nuance n. 细微差异
51. boutique n. 精品店
52. apparel n. 服装, 衣服

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. property speculation 房地产投机, 房产炒作

- | | | |
|-----|----------------------------------|-------------|
| 2. | green agenda | 低耗能计划, 绿色议程 |
| 3. | GM food | 转基因食品 |
| 4. | carbon-neutral | 碳中和 |
| 5. | contractor | 承包商 |
| 6. | ribbon cutting | 剪彩 |
| 7. | social fabric | 社会结构, 社会关系 |
| 8. | green belt | 城市绿化带 |
| 9. | conurbation | 组合城市, 集合城市 |
| 10. | energy-guzzling | 高耗能的 |
| 11. | material science and engineering | 材料科学与工程 |
| 12. | retail checkout counter | 收银台 |
| 13. | industry analyst | 行业分析师 |
| 14. | market researcher | 市场研究员 |
| 15. | recycled material | 可再生材料 |
| 16. | checkout lane | 结账通道, 付款通道 |
| 17. | wholesaler | 批发商 |
| 18. | quality check | 质量监督 |
| 19. | online retailer | 在线零售商 |
| 20. | profit /nonprofit structures | 赢利/非赢利机构 |

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. Though it would have been easy enough to pick some technical quarrel with him, over an undelivered essay for example, Dixon was reluctant to do so.
2. I would rather tell you honestly we can't do something than to tell you something we can do and later we would not deliver.
3. Used as they were intended, the totes can be an environmental boon, vastly reducing the number of disposable bags that do wind up in landfills.
4. Maximizing their benefits requires changing deeply ingrained behavior, like getting used to taking 30-second showers to lower one's energy and water use.
5. Blending profit and nonprofit structures in order to get access to capital, Ahuja has set up a for-profit unit, Conserve-HRP, which will buy the fabric from the nonprofit side and handle the exporting.

第十四单元 广告

一、学习目的和要求

(一) 介绍西方报刊杂志中关于广告的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. invade v. 侵犯
2. bunch n. 束, 串
3. transparent adj. 透明的
4. rebel v. 反叛
5. drab adj. 单调的
6. scandal n. 丑闻
7. currency n. 货币
8. malicious adj. 恶意的
9. exhaust v. 耗尽
10. budget n. 预算
11. fraudulent adj. 欺骗性的
12. vanish v. 消失
13. defendant n. 被告
14. sniff out v. 发现, 觉察出
15. liaison n. 联络人
16. squabble n. 争吵
17. unscrupulous adj. 无道德的
18. browser n. 浏览器
19. discrepancy n. 差异
20. confusion n. 混乱
21. audit v. 审核
22. eliminate v. 消除
23. acquiescent adj. 顺从的
24. tout v. 吹捧
25. lure v. 吸引
26. dire adj. 糟糕的
27. temper v. 抑制
28. millennium n. 一千年
29. watchword n. 口号, 标语
30. paradox n. 自相矛盾的话
31. revival n. 复兴, 复活
32. frenzied adj. 疯狂的
33. saw n. 谚语
34. aggravate v. 激怒
35. mundane adj. 普通的
36. cement v. 巩固
37. proprietary adj. 专利的
38. rationale n. 论据
39. homogeneous adj. 单一的
40. acquisition n. 收购
41. clamor v. 大声要求

42. fanatic n. 狂热者
 43. skateboarding n. 滑板运动
 44. upfront adj. 预付的, 先期的
 45. unveil v. 揭去……的面罩, 除去……的遮盖物
 46. spin n. 高调
 47. quantifiable adj. 可以计量的
 48. ditto adv. 同样
 49. on the drawing board prep. 在计划阶段
 50. behind the buzz n. 幕后英雄
 51. fork over v. (不情愿地) 交出, 付出
 52. foot v. 支付
 53. bite the dust v. 蒙受失败
 54. debut n. 初次登场, 首次演出
 55. newfangled adj. 新奇的
 56. throw a fit v. 大发脾气

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1. pop-up ad n. 弹出式广告
 2. netizen n. 网民
 3. TV spot n. 电视插播广告
 4. pony up 提供, 付清
 5. commercial-zapping (观看电视节目时以转换频道方式) 跳过广告节目的
 6. bottom line 盈亏净值
 7. pitching 促销

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. It's the kind of innovation we've come to expect from the likes of Yahoo and Google.
2. But it recently agreed to a \$90 million settlement in a class-action lawsuit brought by advertisers claiming that they were charged by the company for invalid clicks.
3. With caution now the watchword, many marketers have put those ideas on the back burner.
4. By now, boring banner ads have been discredited, and pop-ups seem to aggravate users even more than TV spots during Everybody Loves Raymond.
5. At the same time, it can build a database of its best consumers whose loyalty it can cement with more targeted efforts like coupons and direct mail offers.
6. Advertisers also are trading in their turf between TV shows for roles in them—and movies, too.

第十五单元 乐趣

一、学习目的和要求

(一) 介绍西方报刊杂志中关于快乐和趣味的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. fritter away v. 浪费
2. schmooze v. 聊天
3. booze-up n. 狂饮作乐的聚会
4. hangover n. 宿醉
5. cut corners v. 以最经济方式行事
6. scrutinize v. 细查
7. wriggle out of v. 设法摆脱
8. participatory adj. 参与的
9. rub shoulders with...v. 和……接触
10. idyllic adj. 田园诗般的
11. invincible adj. 不可抗拒的
12. lay on v. 提供
13. conducive to v. 有益于
14. bonding n. 人际关系
15. one-off adj. 一次性的
16. theme v. 给予特别背景或情调
17. backdrop n. 背景
18. cater v. 备办食物
19. stingy adj. 吝啬
20. rife adj. 普遍的
21. respondent n. (民意测验中) 被调对象
22. misconception n. 误解
23. chronicle v. 记载
24. miscarriage n. 流产
25. perpetual adj. 不断的
26. immerse v. 沉浸
27. lottery n. 抽彩
28. stranded adj. 陷入困境的
29. pedestrian n. 行人
30. cabby n. 出租车司机
31. baton n. 指挥棒
32. orchestra n. 管弦乐队
33. understudy n. 替补
34. acclaim n. 喝彩, 欢呼
35. fortify v. 增强

- | | | | |
|-----|--------------|------|------------|
| 36. | hard-wired | adj. | 紧密联系的 |
| 37. | instrumental | adj. | 有帮助的, 有作用的 |
| 38. | refurbish | v. | 整修 |
| 39. | dean | n. | 泰斗, 资深者 |
| 40. | materialist | n. | 物质主义者 |

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

- | | | |
|-----|---------------------------------|--------------|
| 1. | cerebral palsy | 大脑性麻痹 |
| 2. | mortgage payment | 为抵押所借款项的分期付款 |
| 3. | birth defect | 出生缺陷 |
| 4. | cabin cruiser | 有食宿沐浴等设备的游艇 |
| 5. | fitness chain | 健身连锁店 |
| 6. | balance sheets | 资产负债表 |
| 7. | Advisory Committee | 咨询委员会 |
| 8. | liaison | 联络机构 |
| 9. | guest-conducting | 客串指挥 |
| 10. | New York Philharmonic Orchestra | 纽约爱乐乐团 |
| 11. | terminal cance | 癌症晚期 |
| 12. | gift certificate | 礼券 |

(二) 掌握课文中的句式

(1) 能够准确理解课文中有关商务英语的常用句子结构和意义;

(2) 能够准确翻译与这些句式相关的句子。

1. Sponsoring one-off cultural events or entertaining in artistic surroundings can give your company a rarefied edge, while giving you plenty of time in an elegant setting to get new business partners onside .
2. Happiness comes from experiences in which one's mental and emotional energies are invested.
3. Just as happy families value pleasures that involve personal effort, so they value possessions that have personal meaning, like Grandma's wedding ring.
4. Sheets did everything himself because at the time he couldn't afford not to, and now, when his grown children visit, it's his labors of love they recall most fondly.
5. I realized then that life is too short not to do what's really important to you.
6. Winning a medal wouldn't change the good things I've gotten out of this sport and the positive ways it has affected me.

第十六单元 网络

一、学习目的和要求

(一) 介绍西方报刊杂志中关于网络的报道和论述, 使学生学习并了解这类文章的文体、语言和内容特点。

(二) 使学生掌握有关词语、句子结构和篇章表达的语言知识。

二、考核知识点和考核要求

(一) 词汇基础

(1) 掌握课文中出现的普通词汇含义及其用法:

1. savior n. 救助者, 救星
2. fraudulent adj. 欺骗的, 欺诈的
3. deep-pocketed adj. 有钱的
4. in the process prep. 同时
5. an array of n. 一系列的
6. arguably adv. 按说, 按理
7. haberdashery n. 男子服饰用品店
8. well-connected adj. 有广泛社会关系的
9. all but adv. 几乎, 差一点
10. percolate v. 渗透, 传播
11. fleece n. 羊毛制品
12. peruse v. 研讨, 细读
13. Scrabble n. 拼字游戏
14. hooded adj. 有兜帽的
15. trustworthy adj. 值得信赖的
16. solitary adj. 单独的, 独自的
17. immemorial adj. 无法追忆的, 久远的
18. squad n. 小队, 小组
19. intrusive adj. 闯入的, 侵入的
20. proprietary adj. 专利的, 专卖的
21. merchandising n. 推销, 买卖
22. dawn n. 开始, 发端
23. spark v. 触发, 点燃
24. release n. 发行物
25. wane v. 衰退, 减弱
26. dire adj. 可怕的
27. editorialise v. 发表社论
28. peril n. 危险, 冒险
29. predator n. 掠夺者
30. consistent adj. 一致的, 相符的
31. spike n. 长钉 (这里指箭头)
32. equivalent n. 等价物, 相等物
33. sleight n. 技巧, 手法
34. biased adj. (结果) 偏倚的, 有偏的
35. cognitive adj. 认知的, 感知的
36. splotch n. 斑点, 污点
37. preposterous adj. 荒谬的
38. excise v. 切除
39. scroll n. 卷形物 (这里指印刷的书)
40. substitute n. 代用品, 替代品
41. initiate v. 开始, 发起

42.	correlate v.	和……相关
43.	obsessive adj.	着迷的
44.	antagonistic adj.	对抗性的, 敌对的
45.	rehash v.	老调重谈
46.	play out	出现(某事物)
47.	genuine adj.	真的, 名副其实的
48.	perch v.	栖息于, 使处于
49.	meltdown n.	彻底垮台
50.	covet v.	垂涎
51.	exasperating adj.	激怒人的
52.	scheduled adj.	预定的
53.	slog v.	艰难行进
54.	integration n.	综合
55.	hold off v.	拖延
56.	ricochet v.	弹跳
57.	innovative adj.	创新的
58.	reverse adj.	相反的

(2) 掌握课文中的专业术语, 能够准确进行中英文互译:

1.	online shopping	网上购物
2.	online marketing	网上营销
3.	banner ad	横幅广告
4.	keyword search	关键词搜索
5.	search engine	搜索引擎
6.	marketer	经销商
7.	social networking	社会网络
8.	killer app	杀手级应用软件
9.	retailer	零售商
10.	traditional marketing	传统营销
11.	daily Web traffic	每日网站流量
12.	décor and design	装潢设计
13.	conversion rate	转换率
14.	newsletter	时事/商务通讯
15.	computer monitor	计算机监视器
16.	pixel n.	像素
17.	byte n.	字节
18.	blogger n.	开博客的人
19.	computer programmer	计算机程序员
20.	digital media	数字传媒
21.	operating system	操作系统
22.	shell out	交付
23.	customize	定制, 用户化

(二) 掌握课文中的句式

- (1) 能够准确理解课文中有关商务英语的常用句子结构和意义;
- (2) 能够准确翻译与这些句式相关的句子。

1. Fortunately, there is a new alternative for online marketers, one that combines elements of yesterday's killer app, the search engine, with the best parts of today's, social networking.
2. There's no question that social shopping could be hugely beneficial to small businesses.
3. It's the sort of "our kids in peril" story—right up there with threats of MySpace predators—that plays well as a three-minute television newsbite or a three-paragraph op-ed piece.
4. Whatever the benefits of newer electronic media, they provide no measurable substitute for the intellectual and personal development initiated and sustained by frequent reading.
5. If you compare what it can do now with what it could do just six months ago, you'll see a noticeable improvement.
6. Reaching for your wallet every time a new version of a piece of software is released is just plain bad management.

III、有关说明与实施要求

一、关于考核目标的说明

掌握学习要点中所列的各项内容，包括能正确使用其中的词汇、商务用语、语法概念和句子结构，并能理解课文和类似经贸文章以及进行英汉互译。

二、关于自学教材的说明

1. 指定教材：《商务英语阅读》，谢文怡主编，上海交通大学出版社出版，2009年9月第一版

2. 参考教材《现代大学英语》1—4册，徐克容主编，外语教学与研究出版社出版，2002年8月第一版。

三、自学方法指导

1. 学生应参考每课的注释认真阅读课文，理解难点，然后完成课后的练习，再参考答案，找出自己的不足和错误，最后以较快的速度阅读补充课文以扩大阅读量。

2. 学生在阅读课文材料时，应尽量领会要点，理解大意，培养抓住主要词语、主题句和主要段落和技能，根据上下文和构词法知识推测和判断词意，做到在较快速度下理解的准确率达到70%以上。

3. 练习的设计主要是为了检查和提高学生的阅读能力，认真做好这些练习将有助于学生掌握课文的主要知识内容、语言要点和常用词汇。对于疑难句子，要求学生通过翻译来加深理解，并以此提高翻译能力。

4. 学生应该养成独立阅读，独立思考的习惯，抓紧课外自学时间，选读一些如《中国日报》或各类外国报刊上的经贸文章，如 *Fortune*、*The Economist*、*Business Week*、*Reader's Digest*、*Advertising Age*、*World Today*、*Monthly Review*、*Time*、*Forbes*、*Far Eastern Review* 等。阅读过程中遇到问题或难点时，不必拘泥于细节，要了解中心大意，抓住要点和有关细节，并能根据所读材料进行推理分析，判断和综合概括，正确领会作者意图。可利用辞典和其他参考书，在提高阅读能力的基础上，尽量多了解一些社会文化和商务知识，熟悉一些基本商务词汇和基本概念。

四、对社会助学的要求

1. 社会助学是对高等教育自学考试的重要促进，需要切实抓好。社会助学单位和辅导教师应根据本大纲规定的考核内容和考核要求，认真钻研教材和参考书，明确本课程的特点、学习范围和学习要求，对自学者进行切合需要的辅导，并引导和示范学习方法。助学教师应具备必要的经贸知识。

2. 要引导自学者了解和掌握对外经济贸易方面的基础知识，同时通过复习、巩固和提高英语知识和技能，进一步加强实际运用英语的能力。

3. 对必须讲解的内容应以启发式教学为主，而不应该以教师为中心，以讲代读。讲解应有利于培养学生的商务英语阅读能力，而不应该拘泥与那些与整体理解无关的细节。

五、关于命题考试的若干规定

1. 本课程的考核和命题严格依据本大纲的要求进行，考试的范围和标准要求客观规范。考核内容中商务知识和英语技能并重，但试题并不截然分开，大多数试题既体现对商务知识的考核，又体现对语言技能的考核。

2. 试题的平均难度大致相当于教材课文和练习的难度。为体现层次，拉开档次，试题难易程度分为易、较易、较难、难四个档次，在每份考卷中所占的分数比例约为：易占 20%，较易占 30%、较难占 30%、难占 20%。

3. 本课程采用的题型包括：词汇应用和语法结构的选择题（20 题）、改错（10 题）、阅读理解（20 题）、专业词汇的英汉互译（10 题）、英汉句子互译（7—8 题）等。

4. 本课程的考试形式为闭卷笔试，考试时间为 150 分钟。

countries can produce every commodity more cheaply. As long as there are minor, relative differences in the efficiency of producing a commodity even the poor country can have a comparative advantage in producing it.

1. Which of following is not mentioned as one of the reasons why international trade first began?
 - A. The random distribution of natural resources.
 - B. The role of climate in the cultivation of natural products.
 - C. The inability of some nations to be self-sufficient in certain products.
 - D. The principle of comparative advantage.
2. The term “made economic sense” in the second paragraph can best be replaced by
 - A. “was profitable”
 - B. “was economically possible”
 - C. “saved money”
 - D. “made money”
3. What kinds of goods should a nation specialize in producing?
 - A. Those goods for which there is a large home demand.
 - B. Those goods which can be exchanged for the products of other nations.
 - C. Those goods for which it has the most advantages.
 - D. Those goods which it can produce more cheaply.
4. Which of the following is not true of the comparative advantage theory?
 - A. It was revised when international trade first began.
 - B. It was constructed in the 19th century.
 - C. It was developed by some economists.
 - D. It is also known as the comparative cost theory.

IV. Translate the following words and expressions(10%)

A. From English into Chinese:

1. fixed assets

B. From Chinese into English:

1. 国际收支

V. Translate the following into Chinese (10%)

1. You can handle people more successfully by enlisting their feelings than by convincing their reason.

VI. Translate the following into English (10%)

1. 如果能不断提高技能，你就会发现好机会到处都有。