

1. 中国市场研究 (Chinese Market Study)

This course is designed principally to introduce students to general situation of China market including product market and market demand. It also cultivates the students' ability of how to make surveys, analyses and predictions for marketing in China as well as how to do marketing in China. This is a course related with English for International Marketing, English for International Logistics and Cross-cultural Business English Business Communication etc..

本课程目的是使学生全面了解中国市场情况，培养学生调查、分析和预测市场以及如何在中国市场组织营销的能力。本课程与国际营销英语、国际物流英语、跨文化商务英语交流等课程相关，是一门综合性、实践性的管理课程。

2. 国际金融英语 (Financial English)

This subject will give an introduction to the basics of Finance, covering topics of money, money's value, basic ways of financing (such as commercial banking and stock market), mutual funds, foreign exchange and exchange markets, balance of payments and international monetary system. They will lay a solid foundation for further study for other advanced financial courses, such as financial management or investment.

本课程是用英语介绍金融基础知识的一门课程。课程主要介绍的内容涉及货币、货币的价值、基本融资方式（商业银行业务和股票市场），共同基金、外汇和外汇市场、国际收支和国际货币体系。该课程的学习可以为学习者今后的金融高端课程（金融管理和投资学等）的学习建构扎实的基础。

3. 国际物流英语 (English for International logistics)

This course not only focuses on International Logistics, but also deals more with English used in this field. The final aim of this course is to train you to have the ability of understanding, using, speaking and writing English for International Logistics. You are supposed to learn professional English while getting familiar with logistic theories, logistic practice, logistic methods and logistic cases.

The components involve status quo of logistics in various countries, logistic functions and intermediaries, logistic costs and channels, ocean cargo shipping, export documentation and insurance, export movement, global sourcing and procurement., reverse and green logistics, etc.

本课程不仅聚焦国际物流，而且关注本领域英语应用。课程目的是训练国际物流的英语听说读写能力。学员在熟悉物流理论、物流实践、物流方法和相关案例的同时掌握专业性英语。

课程内容涉及国别物流现状、物流功能和机构、物流成本和渠道、海洋货运、出口单据和保险、出口物流、全球采购、逆向以及绿色物流。

4. 国际营销英语 (English for International Marketing)

This course is designed to enable the student to gain an understanding of the principal methods and techniques of marketing and the crucial role it plays in increasingly complex and competitive domestic and global markets. The course offers the opportunity to study how modern marketing

management acquires cutting-edge knowledge about consumer behaviour and consumption patterns, strategy formulation and implementation, innovation and new product development to enable the development of long-term relationships with customers.

该课程旨在让学生理解与掌握市场营销学的主要方法、工具以及市场营销在竞争日益激烈复杂的国内与国际市场中的重要作用。通过学习消费者行为与消费结构、战略制定与执行、创新与新品开发等前沿领域知识,学生能够全方位了解现代营销管理技能,更好地掌握与客户长期业务关系的开发与发展。

5. 高级综合商务英语 (Business English)

The course is designed to prepare students to gain a useful grounding in business English and professional communication skills. With a multi-skills approach, students will build a strong base of business vocabulary, increase their knowledge of the features of business English, develop reading skills with a focus on business contexts and identify the principles of cross-cultural business communication. This course provides the students with the basic speaking and writing skills required for competent and effective communication in business.

本课程的主要目的在于培养和提高学生综合运用商务英语的能力。本课程主要通过商务英语语言基础训练与篇章讲解分析,使学生扩大词汇量和熟悉常用句型,熟悉商务英语的表达方式和特点,提高商务英语语篇阅读理解能力,了解跨文化商务交际基本规范,具备基本的商务英语口头与笔头表达能力。

6. 跨文化商务交际 (Intercultural Business Communication)

The overall objective of this course is to enable students to know how to achieve effective communication in the international business environment. Students will learn and master the basic theory of intercultural communication and concepts, understanding cultural differences and the communication barriers in the international business environment. The learning approach used will cultivate students' cross-cultural consciousness, improve their intercultural sensitivity, and enhance their intercultural communication skills.

The content focuses on the effect of national cultural value differences on the workplace. Leading empirical cross-cultural models are integrated and taught as analytical tools for understanding the effects of differing national cultural values on cross-cultural related business issues. Particular emphasis is on the development of skills in cross-cultural conflict avoidance, cross-cultural conflict resolution.

本课程的目标是使学生了解如何在国际商务环境中进行有效的沟通。通过对本课程的系统学习,学生可以了解和掌握跨文化交际的基本理论和概念,认识文化差异及其在国际商务环境中造成的交流障碍,本课程使用的学习方法将培养学生的跨文化意识,提高他们的跨文化敏感性,增强他们的跨文化交际能力。

本课程的重点放在不同国家文化价值的差异在工作场所的影响。课程融经验和理论于一体,通过对主要的跨文化模型的分析,使学生了解不同国家的文化价值观对跨文化商务的影响。本课程特别强调的是对跨文化冲突回避、跨文化冲突解决的技能培养。

7. 商务信函写作 (Business Communication in English)

This subject focuses on written communication between an importer and an exporter in doing international business, including development letter, enquiry, offer, acceptance, order, sales contract, packing, insurance, payment, shipment and other writings. Case study is adopted to induce group discussion, to consolidate the business knowledge and the language, and to improve the problem-solving ability. Team work is highly valued in learning the course.

《经贸英语应用文》主要是介绍进出口双方之间的各种书面沟通以实现和保障进出口贸易的顺利进行。书面沟通的技术手段是邮件，书面沟通种类包括开发信、询盘、报盘、接受、订单、销售合同、包装、保险、支付、运输等。该课程采用的是案例教学方式，促进小组讨论，从而巩固专业知识和语言，提高学习者的分析问题和解决问题的能力。在学习过程中，该课程特别重视团队。

8. 国际商务谈判 (International Business Negotiation)

This course is designed for a program which enables students to get the detailed knowledge of necessity of understanding and handling business negotiation and its arts to be prepared for becoming a potentially successful negotiator—managers, business professionals, lawyers and public sector administrators.

This course shall be conducted by classroom teaching and training. The students shall have relatively good capability of English listening and be capable of understanding, expressing and presenting in English how to transfer the classroom knowledge into practice and other basic concepts through the exchange of ideas with the teacher.

本课程力图使学生获得良好的商务谈判知识基础和理解能力。学生未来可能从事经理、商人、律师或区域主管等涉商行业，学习本课程可为此职业发展创造良好的实战铺垫。

本课程将以课堂教学和训练为主。在选修本课程前，学生应当具备基本的英语听力能力，并且有能力通过与教师的沟通，用英语理解、表达、展示如何将课堂内容转为实践和其他基本概念。

9. 商务产品展示与公众演讲 (Product Introduction & Public Speaking)

This course is designed to enable students to make eloquent and convincing presentations in introducing products. Apart from the skills in outlining a speech, discovering supporting ideas, polishing speech in proper styles, delivering the speech, and using visual aids, the course focuses more on the tips for introducing the products. This is a practice-based course, students are required to write product-introduction speeches according to rational, emotional, and ethos appeals, to make the visual preparation via such tips as color using and Fonts requirements, and to deliver the speeches in public.

该课程培养学生提高学生在产品介绍时的语言表现能力。课程将针对提纲撰写、觅材取材、演讲风格、发表演讲、多媒体辅助等环节进行系统培训，培养学生怎样挖掘产品特点、说服受众。这是一门以实践为基础的课程，要求学生能够诉诸于理性、感性、形象等手段进行产品介绍演讲写作和用多媒体辅助进行产品介绍。

10. 高级商务英语视听说 (Advanced Business English Listening and Speaking)

本课程是一门将英语听说技能与商务知识相结合的课程。教学目的是提升学习者在综合商务环境下应用英语语言的能力，即英语商务表达能力。

课程主要内容为收听和观看与商务知识（如：市场营销、金融投资、文化沟通，技术和商务规范、新经济和电子商务等）有关的新闻报道、采访和专题报道。

本课程将采用任务和技能训练相结合的教学方法，学习者通过听和说有关商务知识内容，参与课堂讨论、展示、对话等活动扩大商务词汇，提高听力理解能力。同时，在课程教师的指导下进行商务情景下的听说操练，使听说语言能力和商务专业知识有机地结合起来。

The overall objective of this course is to combine the learning of business knowledge with the improvement of listening and speaking ability in Business English. It aims at providing students with opportunities to practice their listening and speaking skills in business environment.

The main components include trade and economics; marketing issues; management issues, finance and investment, culture and communication, technology and business ethics and new economy and E-commerce.

The course will be conducted by listening to authentic news, reports, interviews and special issue discussions to enlarge students' business vocabulary and improve listening comprehension ability. Business English Spoken skills are expected to be practiced through classroom discussion, dialogues and pair works, mimic role plays, and presentation under the guidance of the course teachers.

11. 商务英语阅读 (Business English Reading)

The course is designed to enable students to read a variety of business-related authentic materials. Students are going to acquire relevant vocabulary and effective reading strategies to build competence in Business English reading. Topic-related basic knowledge is also presented and emphasis will be on key terms in business.

The major content will include international trade, international marketing, international logistics, international finance, international advertising, etc.

本课程的主要目的是让学生学习阅读不同类型的真实的商务英语文本。通过学习要求学生掌握相关的词汇和有效的阅读技巧从而培养商务英语阅读能力。教师会对与主题相关的商务基础知识进行讲解，重点将放在主要的商务术语上。

本课程主要内容包括国际贸易，国际营销，国际物流，国际金融，国际广告等。

12. 商务英语写作 (Business English Writing)

Business English Writing offers students the rhetorical principles and writing practices necessary for producing effective business letters, memos, reports, and collaborative projects in business or professional contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large, as well as the expectations of ZJGSU students and programs. The course and its principles are grounded in rhetorical theory and informed by current research in professional writing. Communication across multiple audiences and for multiple purposes continues to be a desired skill set in technical and professional fields. The course teaches the rhetorical principles that help students shape their business writing ethically, for multiple audiences, in a variety of professional situations.

商务英语写作主要讲授在商务语境下，商务信函、备忘录、商务报告以及项目合作文书等方面所必需的修辞原理和写作实践。本课程以当代修辞理论和职场英语写作研究的成果为基

础，旨在满足商务、行业以及整个社会的实践需要，同时与学院其他课程相配合，注重学生的学习需求。本课程注重培养学生灵活的商务交际技能，使他们能够在风云变幻的职场情景下，针对不同的受众和出于不同的目的，写出符合要求的高质量的书面的材料。总之，本课程致力于培养商务英语应用文的写作能力，帮助学生掌握必要的实用写作技能，提高学生商务英语写作能力。

13. 商务法律英语 (Legal English for Business)

This course is designed for the students seeking a language and knowledge qualification for their future career where legal English expressing and legal knowledge understanding are possibly required in a company having business in or with China. This course will enable students to learn how to confidently write on and discuss legal topics as well as conduct legal work—such as drafting legal documentation, negotiating, litigating, advising, presenting, writing and acting. Students are encouraged to make preview about Chinese business and judicial situation before taking this course.

鉴于学生在毕业后可能在本地就业或进入一些与中国有业务往来的单位工作，本课程力图通过对法律语言和法律知识的训练，使学生在未来工作中有良好的语言表达能力和法律知识理解能力。通过学习本课程，学生可以学习如何自如讨论或撰写相关法律议题，如起草法律文件、进行谈判、了解诉讼、开展咨询、演示文稿等。在选修本课程前，学生可以提前阅读有关中国商务和司法环境的相关文献。

14. 商务英汉口译 (E-C Interpretation for English)

By providing extensive practical training and specific competence in E-C interpretation in business context, this course is designed to help students with basic Chinese language capacity to acquire business interpreting knowledge and skills as well as compile glossaries pertaining to various trades and subject matters. There are critical analysis based on translation theories and different approaches to interpreting in business environment. The overall objective of this course is to equip students with the approaches adopted by professional interpreters, provide students with the capacity of doing practical activities and academic researches on interpreting.

课程通过大量商务背景英汉口译实践训练与讲解，旨在为具有一定汉语基础的学生传授相关商务口译知识与技巧，并使学生掌握与商贸相关的基本词汇术语等。课程还在翻译理论和方法的基础上对商务环境口译案例进行分析评论。课程总目标为通过实践教学和学术研究培养学生并使其具备专业商务口译员的相关素质。

15. 商务英汉笔译 (Business English Translation)

The overall objective of this course is for students to grasp stylistic features of business English, criteria of business English translation, translation techniques of different business texts, and the strategies of cultural turns to deal with the conflicts between Chinese and English culture differences and to enable students to be familiar with China's economic, social and cultural development, China's economic policies and regulations, Chinese business environment and Chinese enterprise culture and son on;

The content of this course focuses on the translation techniques on dealing with such business

areas, as technology transfer, foreign trade, investment, foreign contracting and labor service contracts, international finance, foreign insurance, international travel, overseas investment, international transportation

本课程旨在让学生掌握商务英语文体特征、商务英语翻译标准、不同商务文本的翻译技能以及在翻译中处理中英文化差异的技巧，同时让学生熟悉中国经济、社会和文化发展，中国经济政策法规，中国商业环境及中国企业文化等。

该课程授课内容涵盖技术转让、外贸、投资、对外承包、劳务、国际金融、涉外保险、国际旅游、海外投资和物流等领域商务活动和商务文本英译汉技能的学习与实践。

16. 多国文化概况 (An introduction to some major cultures in the world)

This course is designed principally for students in cross-cultural business communication, and offers an introduction to some major cultures in the world.

Students will be introduced to basic knowledge of some major cultures related to Business English: political system; geography; religion; etiquette; social ritual and manner in different countries. It involves skill-training in terms of reading and writing.

本课程主要为中外跨文化商务交际专业学生设计，讲解世界主要国家文化背景知识。学生将了解与商务英语相关的背景知识：政治体系；地理；宗教；礼节；社交礼仪及规范。同时又培养阅读及写作单项技能。

17. 商务接待 (Business Reception)

This course is designed for students to understand the basic issues and perspectives of the business reception through cross-cultural comparisons and lectures, which lay considerable emphasis on various types as well as links of reception. It also enables students to build business reception skills and to enhance their abilities of using English in the business context by providing many opportunities for simulation training. The course is intended to provide students with the capacity to receive foreign guests appropriately and naturally in China's business settings.

本课程在阐述和中西比较的基础上介绍商务接待的基本知识，主要包括各种接待类型及各个接待环节，进而通过模拟训练的方式使学生熟悉商务接待的各项技巧，提升商务接待英语的实际应用能力，最终使之能够在中国涉外商务活动中得体、自然地完成常规性的接待工作。

18. 商务会议 (Business Conference)

This course is mainly designed to enable students to learn how to organize and arrange business conference. In particular, it tries to cover such steps as planning the business conference, publicizing the business conference and recruiting and registering participants, running the business conference, and evaluating the business conference and the organizing process.

The following are examples of subjects to deal with: pre-conference preparation; work-shop; conference reception; conference manual; conference communication; conference sponsorship and advertisement.

本课程旨在培养学生组织安排商务会议的能力。重点涵盖了策划商务会议、发布商务会议、与会人员的通知和登记、经营商务会议、评估商务会议及其组织程序。

本课程具体涉及会前准备；会议接待、会议手册、会议交际、会议赞助和会议宣传等方面。

19. WTO 文本英语 (English for WTO Documents)

This course aims to improve English skills for the specific purpose of studying WTO documents to further understand WTO rules and practices. It features linguistic analysis of the lexis, syntax and discourses of such legal documents as well as learning of specialist content knowledge in trade and trade policies relevant to China. It is supposed to offer a good foundation for a career in international trade.

Components of the course include Introduction of WTO, The Relation between China and GATT/WTO, Legal Instruments on China's Accession to WTO, Protocol on the Accession of the P. R. China, Products Subject to State Trading (Import and Export), Subsidies to Phased out and Products Subject to Export Duty, Most-favored-Nation Tariff, Non-tariff Concessions, Agricultural Products: Commitments Limiting Subsidization, Report of the Working Party on the Accession of China, and also recent developments in China's execution of WTO commitments.

本课程目的是提高学习世贸组织文件并进一步理解其规则和惯例的专门英语技能。课程特色在于除了学习与中国相关的贸易和贸易政策的专门知识之外,还着重分析该类法律文件的词汇、句法和语篇特点。课程可以为学生从事国际贸易打下良好基础。

课程内容包括世贸组织概述、中国与 GATT/WTO、中国入世议定书、国营进出口贸易产品、分阶段废除补贴和出口征税产品、最惠国待遇关税、非关税减让、农产品补贴限制承诺和中国世贸承诺执行情况等。

20. 国际商务礼仪 (Business Etiquette)

Good business etiquette and grooming is all-determining factor in correctly representing a company and is a key factor in determining the outcome of a business deal. The objective of this course is mainly to familiarize the students with the basic business etiquette in cross-cultural communication. The students learn how to use appropriate greeting and body language to create rapport and how to make a self introduction and introduce others. Students also learn to project a professional image, including how to behave in a professional manner, displaying good dining etiquette, and dressing for success! Furthermore, students learn how to use effective communication and listening skills and understand the 'do's and don'ts' in business meetings and business dinners in cross-cultural situations.

得体的商务礼仪和打扮对于正确地代表一个公司形象是至关重要的,也是决定一桩生意能否成功的关键所在。本课程的教学目的是使学生熟悉跨文化交际中的商务礼仪。通过此课程学生学会如何问候,使用肢体语言来创造融洽的气氛,以及如何作自我介绍和相互介绍。同时也学习如何树立职业形象,包括如何体现专业风范,展示得体的用餐礼仪和着装。而且,学会使用有效的交际和凝听技能,了解跨文化交际中商务会议和用餐场合可行和不可行的做法。

21. 商务合同 (Business Contract)

The overall objective of this course is to familiarize students with the fundamental concepts about business contract and to master the basic principles of the drafting and revising of business

contract.

The content will essentially consist of basic structure of business contract, cases of contract fraud in business, business contract law, laws and contract, dissolution and termination of contract, drafting and revising of business contract.

Case study with a focus on the contract fraud and contract drafting will be used in this course.

本课程旨在让学生掌握商务合同的基本概念并学会起草和修订商务合同的基本原则与方法。课程主要内容包括商务合同的基本框架、商务合同欺诈个案研究、合同法、合同中的法律条款、合同的解除与中止，商务合同的起草与修订等。

围绕合同欺诈和合同起草与修订开展的个案研究是本课程的一个主要特色。

22. 当代世界政治与经济 (Modern World Politics and Economics)

This course uses the development and change of world economics, politics and international relations after World War II as the thread. The course looks at the fields of Contemporary World Politics and Economics by making a macro summary and comprehensive analysis of contemporary world economy and politics, themes of the era, and international order; introducing and analyzing the economy, politics and foreign strategies of different types of countries like developed capitalist countries, developing countries, socialist countries, etc; making a detailed introduction of the status and role international organizations play in world economy, politics and international relations; studying and discussing international hot topics; focusing on analyzing the development and change of China's international status, foreign strategic thinking, external relations, etc.

The overall objective of this course is to let students understand and master the development trend of contemporary world politics and economics, estimate international environment correctly, be able to analyze the development and change of different types of countries and the world's main strategic powers, and increase patriotism and global responsibility.

本课程以第二次世界大战后的世界经济、政治与国际关系的发展变化为主线，对当代世界经济和政治、时代主题与国际秩序进行宏观概括和综合分析，对发达资本主义国家、发展中国家、社会主义国家等不同类型国家的经济、政治和对外战略进行分类介绍和分析，对国际组织在世界经济、政治和国际关系中的地位和作用进行详细讲解，对国际热点问题进行分析研判，对中国国际地位的发展变化、对外战略思想以及对外关系进行重点分析。

本课程旨在使学生了解和掌握当代世界政治与经济格局的演变和发展趋势，正确的判断国际环境；分析不同社会类型国家及主要世界战略力量的发展变化及原因，增强爱国意识和国际责任意识。

23. 国际贸易实务 (International Trade Practice)

This course provides each student with a clear framework of international trade. Students will be able to master the procedure of exporting and importing by studying all the steps in each single stage of international business, the regarding laws and regulations, and specific terms and clauses. This course demonstrates students with real sales contracts and business cases, enabling comprehensive understanding of international trade practice.

本课程为学生提供了国际贸易的基本框架。通过学习国际贸易各个阶段的各个环节、相关法律法规、以及专业术语和条款，学生将全面掌握进出口贸易的实际操作流程。该课程向

学生展示真实的进出口销售合同和案例，旨在让学生全方位了解国际贸易实务。

24. 互联网英语 (Internet English)

The overall objective of this course is to familiarize students with language features of Internet English so as to help them use Internet more efficiently in their future business activities.

The major content items will cover online news, e-business, online job searching, personal finance, online travel planning, online advertising, online academic searching, columns & blogs, etc.

Students will be required to read up-to-date Internet texts and finish some tasks accordingly.

本课程的主要目的在于让学生熟悉网络英语的语言特点从而帮助他们在未来的商务活动中更好地使用网络资源。

课程主要内容包括网络新闻，电子商务，网络应聘，个人理财，在线旅行计划制定，网络广告，学术搜索，网络专栏和论坛等。

本课程要求学生阅读最新的网络文本并完成相应的任务。

25. 经贸报刊导读 (Guided Readings in Business & Economics from Journals)

This course is designed to enable students to comprehend articles on business and economics from journals. The content will essentially consist of useful words and expressions, relative terms and proper names in both Chinese and English, sentence and passage analysis and reading skills. The course will provide students selected readings about the economic, financial and trade policies and economic situations of China and its major business partners as well as international market tendencies. This course shall be conducted with presentation, reading, post-reading discussion and writing. Before taking this course, students are encouraged to read extensively and intensively major journals of business and economics. Through this course, students shall be able to read journals of business and economics autonomously and grasp vital business information from newspapers, periodicals and magazines.

本课程旨在培养学生阅读经贸报刊能力。教学内容主要包括常用词汇与表达、相关术语、专有名词的中英文表述、句子和篇章分析及阅读技巧。本课程将提供学生中国及其主要商务伙伴国经贸政策、财政金融政策、经济形势及目前国际市场动态方面的阅读材料。教学方式讲解、阅读、讨论和写作相结合。选修本课程前，学生可阅读经贸类主要报刊。通过本课程的学习，学生将具备自主阅读经贸报刊能力，有能力通过报刊获取重要经贸信息。

26. 中国外贸政策 (Foreign Trade Policy in China)

The overall objective of this course is to familiarize students with the development and basic concepts of China's foreign trade policy. As China is a socialist country with its own social, political and economic characteristics, the course will help the students analyse the political rationalities underpinning China's foreign trade policies in different periods.

The course is divided into two main sections. The first section is concerned with four key periods: 1) a closed protectionist trade policy from the founding of the People's Republic of China in 1949 to the year before the opening-up policy in 1978, 2) an open protectionist trade policy (1978-1992), 3) a liberal and protectionist trade policy from the introduction of a socialist market economy in 1992 to the year before China's entry into the World Trade Organization in 2001, and 4) the trend of China's foreign trade policy after China's entry into the World Trade Organization. The second section involves eight aspects of foreign trade policy in China: 1) the strategies of

developing China's foreign trade, 2) the administration of the import and export of goods, 3) the regulation of the import and export of technologies and the protection of intellectual properties related to trade, 4) an introduction to China's policies of customs and commodity inspection, 5) China's policies of foreign exchange management, 6) policies for promoting foreign trade, 7) measures for trade remedies, and 8) the opening-up of China's service trade market.

本课程的教学目的在于帮助学生了解中国外贸政策的发展历程与一些基本概念。由于中国是一个社会主义国家，有着自身的社会、政治与经济特点，本课程将帮助学生分析不同时期中国外贸政策中潜在的政治理性。

课程主要有两大部分。第一部分有关四个主要发展时期：1) 建国后改革开放之前的国家统制型的封闭式保护贸易政策（1949-1978年），2) 改革开放后的开放式保护贸易政策（1978-1992年），3) 入世前社会主义市场经济体制下的有贸易自由化倾向的保护贸易政策（1992-2001年），4) 入世后中国对外贸易政策的走向（2001年以后）。第二部分涉及了中国外贸政策的八个有关方面：1) 中国对外贸易发展战略，2) 我国货物进出口的行政管理，3) 技术进出口管理和贸易有关的知识产权保护，4) 我国的海关与商检政策概况，5) 中国的外汇管理政策，6) 对外贸易促进政策，7) 我国的贸易救济措施，8) 我国服务贸易的市场开放

27. 中国商务文化 (The Business Culture in China)

This is an introductory course in the business culture in China. The course is designed to help prepare the student to get familiar with the Chinese business ethic, understand the mindset of the Chinese businessmen, develop knowledge, skills and attitudes required to be successful in doing business in China .

The major content items include discussions of basic business culture in China, business case studies, cross-cultural communication practice, reading selected texts. This course will also provide students with the opportunity to visit Chinese companies to experience the Chinese business culture.

这是中国商务文化一门入门课程。此课程是为了帮助学生熟悉中国的商务伦理，了解中国商人的心理，学习在中国从事商务活动所必须的知识，技能和态度。

课程内容主要包括：讨论基本的中国商务文化，商务案例学习，跨文化交际实践，阅读相关选读文章。同时这门课会给学生提供机会参观中国本地公司，体验中国商务文化。

28. 社会语言学 (The Sociolinguistics of language)

The overall objective of this course is to familiarize students with the aspects of linguistics applied towards the connections between language and society, the way we use it in different social situations, and especially some Chinese topics such as language planning, language variations and change, language attitudes, gender differences in language use.

The content ranges from the study of the wide variety of dialects across a given region down to the analysis between the way men and women speak to one another, the humorous realities of human speech and how a dialect of Chinese can often describe the age, sex, and social class of the speaker; and also the social function of a language

本课程旨在让学生熟悉语言与社会的关系、语言与文化的关系，在不同社会场合下如何恰当使用语言，特别侧重让学生熟悉汉语言规划、汉语的变体与变化、语言态度，语言具体使用

中汉语的性别、年龄和职业差异。

在阐述社会语言学一般理论的基础上，本课程侧重介绍中国社会语言学的发展和特点，中国社会结构、社会变迁、语言规划等对语言的影响，并探讨汉语与海外华语之间的关系。

29. 中国产业经济 (China's Industrial Economy)

This course aims to use basic analytic tools in Economics to introduce and analyze several major aspects in China's industrial economic development and its transition. Students are expected to understand the economic logic in China's growth and development both in the plan period and in the later reform era. This course will also enable students to look at economic problems in a more professional way with solid empirical analysis on the basis of economic theories. Major areas such as the following will be covered: China's economic reform and development, China's foreign trade and foreign capital, China's financial market and policies, Chinese market and enterprises, and Chinese culture and history.

本课程旨在通过介绍经济学基本原理和工具分析中国产业经济发展和转型的各个领域。学生将掌握计划时期和后续改革时期中国经济增长和发展中蕴含的经济规则和原理。课程使学生站在更专业更理论化的角度审视如下中国产业经济问题：中国经济改革与发展、中国外贸与外资、中国金融市场及金融政策、中国市场与企业及中国文化与历史等。

30. 英语语言学导论 (English Linguistics)

语言学是研究人类认知和社会的一门科学。世界上语言繁多，但是他们确有许多共同特征。语言学家不但关注世界语言的差异，他们更加重视发现人类语言的普遍性。《语言学导论》将介绍语言学的基本知识，使学习者系统地了解一些主要的语言学理论和原则。

本课程分为两个部分，第一部分着重介绍语言学的“中心”内容，即人类语言分析的基础理论，包括：(1) 语音模式（语音学与音位学）；(2) 词与句结构（词法和句法）；(3) 意义（语义学）。第二部分将介绍语言使用中的意义（语用学）、语言的历史演变及产生的变体、语言与大脑、语言习得和语言多样性等，加深学习者对语言的理解。

本课程的目的是使学习者对人类语言这一人类社会普遍现象有理性的认识，提高他们对运用语言学理论解释语言现象、解决具体语言问题的能力。

This course introduces students to Linguistics, which is the study of human language as an aspect of human cognition and social organization. Despite enormous diversity across languages of the world, there are also features common to all languages. Linguists are interested in discovering the universal features of human languages, as well as accounting for variability across the world's languages.

The first part of the course is devoted to what have been traditionally regarded as “core” areas in linguistics, i.e. the foundations required for the theory and analysis of human language: these include the study of (i) sound patterns (phonetics and phonology), (ii) word and sentence structure (morphology and syntax), (iii) meaning (semantics). These are some of the more fundamental tools that linguists use to analyze language. The second part introduce students to

areas of inquiry in the field, including meaning in use (pragmatics), language variation and change over time, language and the brain, language acquisition and linguistic diversity.

The overall objective is to give students an overview of the diverse fields in linguistics as well as understand the foundations of its theory and practice, so as to improve their ability to use linguistic knowledge to analyze and solve problems.

31. 综合商务技能 (Comprehensive Ability for Business)

This course is intended to enable students to acquire the basic skills for business in China. It mainly adopts imitation practice, summer practice and internship for the purpose of cultivating students' comprehensive ability for business in experience and work, and preparing students for future work at the same time.

本课程培养学生商务综合能力，主要采用校内仿真实习、暑期生产性实习、校外顶岗实习等模式，以达到学生在体验中、工作中学习专业知识和技能，获得综合职业能力，为就业做好准备。

32. 中国教育市场 (Education Market in China)

The course is designed to enable students to learn the development of the education market in modern China. Particularly, the course focuses on the restructuring of China's education market in the context of globalisation and knowledge economy.

The content will essentially consist of the rising infant and early childhood education, the marketization of primary and secondary education, the emergence of the entrepreneurial university, and the intrusion of privately-operated education and training institutions.

本课程的教学目的在于让学生了解现代中国教育市场的发展情况，特别是在全球化与知识经济的背景下，中国教育市场发生的变革与调整。

课程内容主要包括四大部分：1) 朝阳产业：婴幼儿教育，2) 初等教育与中等教育的市场化，3) 创业型大学的崛起，4) 私营教育与培训机构的入侵。

33. 中国项目与管理 (Project Management in China)

The overall objective of this course is to focus on the issues and perspectives of the Project Management field, locating the strategic and organizational contexts of the Project Management process in China.

More specifically, this course looks at the field of Project Management including its conceptual framework, strategic environment, organizational structure, and the role of the project manager, etc. against China's political, economic and cultural background. It is intended to provide students with the capacity to apply appropriate methods to design and control projects of any type related to or located in China.

本课程除介绍项目管理的基本知识与技能外，着重探讨在中国特色的战略环境和组织环境中实施的项目管理过程。

具体而言，本课程主要讲解中国政治、经济和文化背景下项目管理的基本概念、战略环境、组织结构和项目经理角色等内容，培养学生利用项目管理方法并结合中国现实进行项目设计与管理的能力