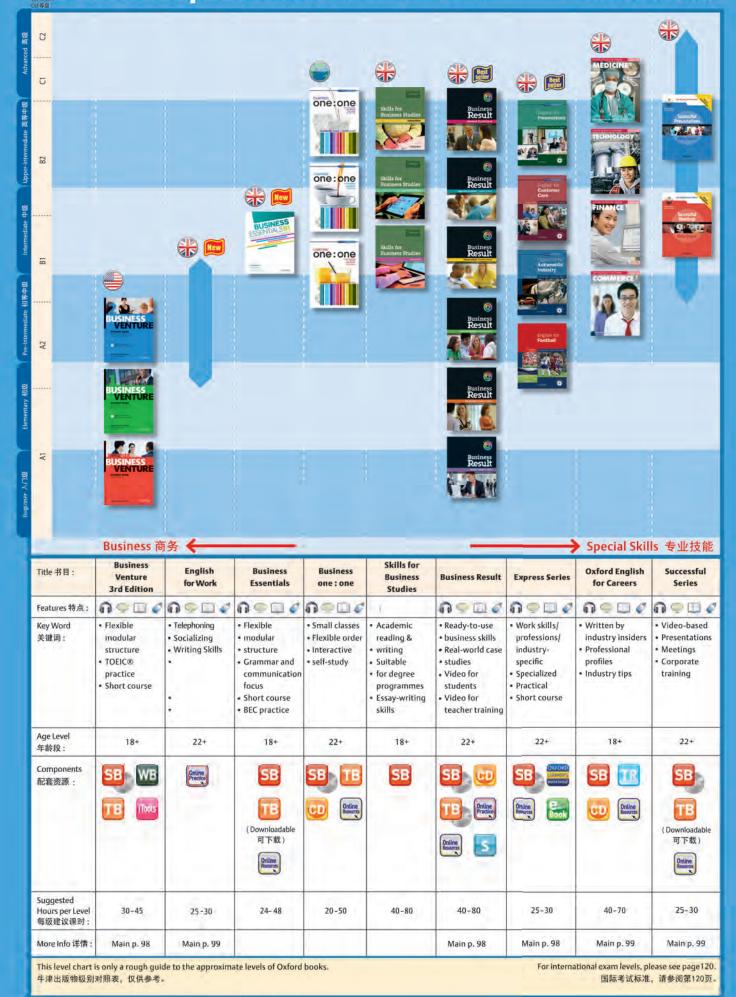
Business/ESP 商务英语 / 专业英语

Coursebooks 课本





Beginner

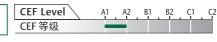
Business Ventures

Third Edition 第3版

Roger Barnard, Jeff Cady, Angela Buckingham, Michael Duckworth and Grant Trew



Beginner to Pre-Intermediate 入门级至初等中级



This popular three-level American and international English course for in-work students has been updated and redesigned for its third edition. Levels 1 and 2 also include 20 pages of TOEIC® practice.

倍受欢迎的美版和国际版三级别英语课程,现为为在职学生重新修订出版了第三版。第1级和第2级同样包含了20页的

- Flexible modular structure.
- Language that helps students communicate confidently at
- Student Book Audio CD with all the listenings, and a link to an online TOEIC® practice test at www.oxfordenglishtesting.com.
- ■灵活的模块结构;
- ■课程语言可帮助学习者在工作中自信交流;
- 学生用书CD光盘包含听力练习及TOEIC在线练习, 网 址为: www.oxfordenglishtesting.com









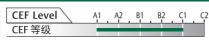


David Grant, John Hughes, Rebecca Turner, Jane Hudson and other authors





Beginner to Advanced



A course that gives students the communication skills they need for immediate use at work. 数授沟通技巧的实用课程,让学生可以马上在职场上灵活发挥所学。

- Communicative syllabus offers pick-up-and-use business skills.
- Case studies validated by experts from Cranfield School of Management offer insights into working practices.
- Video shows the language needed for business interactions 视频展示商务沟通所需的语言及在真实语境中的用 and the usage in context.
- The new starter level covers key functional areas such as emailing, telephoning and socializing.





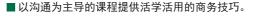
British English 英式英语











- ■经Cranfield管理学院专家证实的研究案例为学生提 供对不同职业的深入分析。
- 新增的入门级别涵盖主要工作技能,包括电邮沟通、

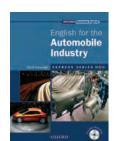


Student Resources 学生资源: https://elt.oup.com/student/busresult/



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page 33 第33页 page 82 第82页

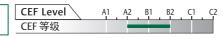


Industries



Express Series

Elementary to Upper-Intermediate 初级至高等中级



Intensive courses ideal for effective language improvement in a wide range of industries, professions and work skills. 针对多个行业、职业及工作技能的精读英语课程,有效迅速提升语言能力。

- The course offers key language points, useful phrases and strategies for different industries, professions and skills.
- immediate practice.
- Focus on specific skills makes the series great for corporate ■课程集中针对特定工作技能,特别适合企业培训。
- This is an ideal supplement for a regular course or a standalone specialist intensive course (25–30 hours) or for self-study.







Student Resources 学生资源: https://elt.oup.com/student/express/

- ■课程讲解有关不同行业、职业及工作技能的重点语 言、实用用语及应用技巧。
- Motivating role-plays and interactive exercises give students ■生动有趣的角色扮演及互动练习为学生提供即时实

 - ■课程可配合其他课程使用,也可独立作为专业精读 课程(25-30小时)或用于自学。

International Express page 49 第49页 Rusiness Grammar and Practice page 76 第76页 Oxford Business English Dictionary page 91

Oxford English for Careers

Eric H. Glendinning, James Greenan, Tony Grice, Keith Harding and other authors



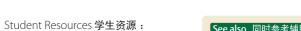
Elementary to Advanced 初等中级至高级

CEF 等级

Students on vocational specialist courses grasp professional language and skills with immediate applicability to the workplace.

职专学生通过此课程掌握工作中使用的专业语言及技巧。

- Up-to-date contents are written by industry insiders.
- Students learn English in context to apply to real situations.
- Authentic profiles of professionals in 'It's my job' feature offer inspiring insights into the industries.
- Specialist backgrounds of industries and industry tips support non-expert teachers.
- Additional tests allow teachers to test students' grasp of grammar easily.



- ■最新的课程内容由业内人士编写。
- ■学生在课文语境中学习英语,了解如何学以致用。
- ■"这是我的工作"专题附有真实的专业人士档案, 提供富有启发性的业内信息。
- ■行业背景介绍及行业技巧支持没有相关专业背景 的教师。
- ■附加测验帮助教师检测学生的语法学习进度。



· Oxford Business English Dictionary

page 91 第91页

English for Work





Elementary to Intermediate 初级至中级

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CEF Level CEF 等级

A1 A2 B1 B2 C1 C2

Telephoning, Socializing and Writing. Activities are highly practical, and immediately transferable to the workplace. 三个级别的在线练习帮助在职或将要入职的学生学到工作所需的英语技能。每个级别包含三个技能:电话、社交和写作。实

用的练习活动可立即应用于职场。

3-level online practice equips in-work and pre-work students with the skills they need to excel in the workplace.

- Telephoning skills familiarizes learners with all aspects of making a call.
- Socializing skills develops the softer conversational skills students need in and outside work.
- Writing skills enables students to write clearly and persuasively at work.
- ■电话技能让学习者熟悉电话沟通的各个环节。
- ■社交技能培养学习者工作内外所需的会话软技能。
- ■写作技能让学习者在工作中的写作清晰且有说服

Successful Series

John Hughes and Andrew Mallett



Intermediate to Advanced 中级至高级

CEF Level A1 A2 B1 B2 C1 CEF 等级

Video-led courses teach students the language skills for confident and effective communication in meetings and presentations.

视频教学课程帮助学生掌握语言技巧,让他们在会议及汇报中自信而有效地表达意见。

page 76 第76页

Business and language skills are combined.

See also 同时参考辅助教材:

Oxford Business English Dictionary

· Business Grammar and Practice

- Every unit includes a section on business skills, language work, and a productive task.
- Specialist coach Andrew Mallett explains presentation strategies and techniques for practice in different skills.
- Eight reading texts summarize the main points of each unit. ■ Video of authentic presentations and meetings provides
- model language and examples of skills in practice.

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■课程合并商务及语言技巧。

- ■每个单元由商务技巧部分、语言学习部分及实习 任务组成。
- 专家教练Andrew Mallett讲解汇报窍门及不同技 巧的练习方法。
- ■八个阅读文本总结每个单元的重点。
- ■真实的汇报及会议视频演示标准用语及技巧应用 实例。







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