**2020年华南农业大学珠江学院本科插班生招生考试**

《商务英语阅读》考试大纲

**一、考试性质**

普通高等学校本科插班生（又称专插本）招生考试是由专科毕业生参加的选拔性考试。高等学校根据考生的成绩，按照已确定的招生计划，德、智、体全面衡量，择优录取。因此，本科插班生考试应有较高信度、效度、必要的区分度和适当的难度。

**二、主要参考书**

《商务英语阅读》，叶兴国、2017-03-01上海外语教育出版社、ISBN：978-7-5446-4515-7

1. **考试内容**

Unit 1 Effective Communication  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Voice of Courage  
Text B Tell Stories to Strengthen Organizational Bonds  
Part HI Reading Skills  
Part IV Supplementary Reading： How to Make the Multicultural Work Force Work  
Part V Test Yourself

Unit 2 Soaring China  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Clicks to Brick  
Text B Still Made in China  
Part III Reading Skills  
Part IV Supplementary Reading： Divergence Seen in Chinese Companies' Development  
Part V Test Yourself

Unit 3 Gender Discrepancy  
Part I Pre-reading Questions  
Part II Extensive．Reading  
Text A Home Truths about Working Families  
Text B The Weaker Sex  
Part III Reading Skills  
Part IV Supplementary Reading： Humor Me  
Part V Test Yourself

Unit 4 Staff Management  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Handle Your Men in the Office  
Text B Seven Useful Lessons You Can Learn from a Bad Boss  
Part III Reading Skills  
Part IV Supplementary Reading： The New International Style of Management  
Part V Test Yourself

Unit 5 Consumer Behavior  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A The Rich Can Learn from the Poor about How to Be Frugal  
Text B Here's How to Crack the Code on Your Customers' Behavior  
Part III Reading Skills  
Part IV Supplementary Reading： How Consumers Rewrote the Old Recessionary Rules  
Part V Test Yourself

Unit 6 Marriage Issues  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Three Views of Marriage  
Text B Married， with Money  
Part III Reading Skills  
Part IV Supplementary Reading： Yours， Mine & Mine  
Part V Test Yourself

Unit 7 Corporate Social Responsibility  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A What Businesses Owe the World： Then and Now  
Text B Don't Put People Before Profits  
Part III Reading Skills  
Part IV Supplementary Reading： Social Saints， Fiscal Fiends  
Part V Test Yourself

Unit 8 Career Success  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Brain-twisting Job Interview Questions by Microsoft  
Text B It's Time for a Brand New You  
Part III Reading Skills  
Part IV Supplementary Reading： Why Can't You Find a Job？  
Part V Test Yourself

Unit 9 Positive Attitudes  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Be Happy 'Cause I Choose Happiness  
Text B If You Fire People，Don't Be a Jerk about It  
Part III Reading Skills  
Part IV Supplementary Reading：Positive Thinkers  
Part V Test Yourself

Unit 10 Out-of-the-box Thinking  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A How Fast Can You Learn？  
Text B Student Teachers  
Part III Reading Skills  
Part IV Supplementary Reading： Got ideas？  
Part V Test Yourself

Unit 11 Time Management  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A 20 Ways to Save 20 Minutes  
Text B How Much Time Should CEOs Devote to Customers？  
Part III Reading Skills  
Part IV Supplementary Reading： Time Management in the Age of Social Media  
Part V Test Yourself

Unit 12 Green Business  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Succeeding as a "Green" Business  
Text B The Wellness Boom  
Part III Reading Skills  
Part IV Supplementary Reading：Recycle，Reuse，Reprofit：  
Startups Try to Make Money Selling Your Stuff  
Part V Test Yourself

Unit 13 Honesty Issues  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A In Search of Honesty  
Text B 5 Ways to Spot a Liar  
Part III Reading Skills  
Part IV Supplementary Reading：Slasher Attack  
Part V Test Yourself

Unit 14 Ways of Investment  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A Ways to Keep More Cash  
Text B When Stocks Tank，Some Investors Stampede  
to Alpacas  
Part III Reading Skills  
Part IV Supplementary Reading：Get the Right Coverage  
Part V Test Yourself

Unit 15 Retirement Planning  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A How Long Will You Live？  
Text B Plan Ahead to Beat Retirement Blues  
Part III Reading Skills  
Part IV Supplementary Reading：Over 60 and Overlooked  
Part V Test Yourself

Unit 16 Era of Big Data  
Part I Pre-reading Questions  
Part II Extensive Reading  
Text A The Second Age of Reason  
Text B Mass Individualism Makes Life Tough for  
Consumer Product Giants  
Part III Reading Skills  
Part IV Supplementary Reading：Computer Chips and Dip  
Part V Test Yourself

**四、考核形式**

（一）考核方法

考核类型：闭卷

考核方式：笔试

考核时间：120分钟

（二）成绩评定

实行百分制，满分：100分。其中，阅读基本知识占40%，阅读理解占60%。

1. 试卷的题型结构：英汉词汇20%、阅读理解40%、完形填空20%、翻译20%。