**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%。