

大学商务英语一课程·对外经济贸易大学

大学商务英语一

Summary

黄婕

2024-12-26



1. Business knowledge



3. AI + tools



2. English language



4. Your contributions

I. Business knowledge



This semester, we have covered the topics of...

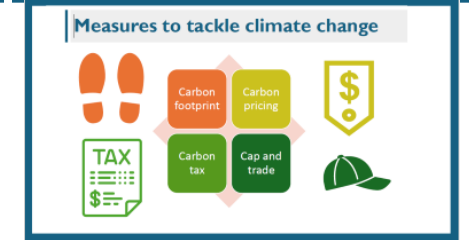
Company types

Company types

1. Subsidiaries
A multinational corporation (MNC) is usually a large corporation incorporated in one country, which produces or sells goods or services in various countries. The two main characteristics of MNCs are their large size and the fact that their core-line activities are centrally controlled by the parent companies.

2. Partnerships
Partnership is a type of unincorporated business organization in which multiple individuals, called general partners, manage the business and are equally liable for its debts. Other individuals called limited partners may invest but not be directly involved in management and are liable only to the extent of their investments. In partnerships, each partner shares equal responsibility for the company's profits and losses, and its debts and liabilities.

3. Sole proprietorships
A sole proprietorship, also known as the sole trader or simply a proprietorship, is a type of enterprise that is owned and run by one natural person or persons, who have no legal distinction between the owner and the business entity. The owner is in direct control of all decisions and is legally accountable for the financial health of such business and this may include debts, taxes, loans, etc.



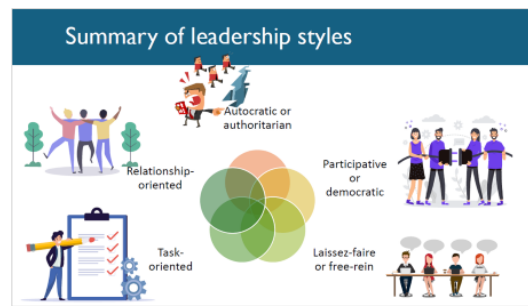
Company types

Leadership styles

Five essentials of an effective strategy

Executive pay in the US

Measures to tackle climate change



Call option 认购期权

A call option is a contract that gives the holder the right, but not the obligation, to buy a company's stock at a predetermined price (strike price) within a specific time period.

Example: If an executive receives a call option with a strike price of \$50, and the stock price rises to \$70, they can exercise the option to buy at \$50 and immediately profit 20 per share. However, if the stock price falls to \$30, the option becomes worthless.

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Strike/Exercise price 执行价格
• The predetermined price at which the stock can be purchased.
预先设定的可以购买股票的价格

Expiration date 有效期
• The time period during which the option can be exercised.
期权可以行使的有效期限

Profit Mechanism 盈利机制
• Profit comes from the difference between market price and strike price.
盈利来自市场价格与执行价格之间的差额

perks) 特权, 优待
• a privilege of being a CEO

Company types

Company types

1. Multinational

A multinational corporation (MNC) is usually a large corporation incorporated in one country which produces or sells goods or services in various countries. The two main characteristics of MNCs are their large size and the fact that their worldwide activities are centrally controlled by the parent companies.

2. Partnership

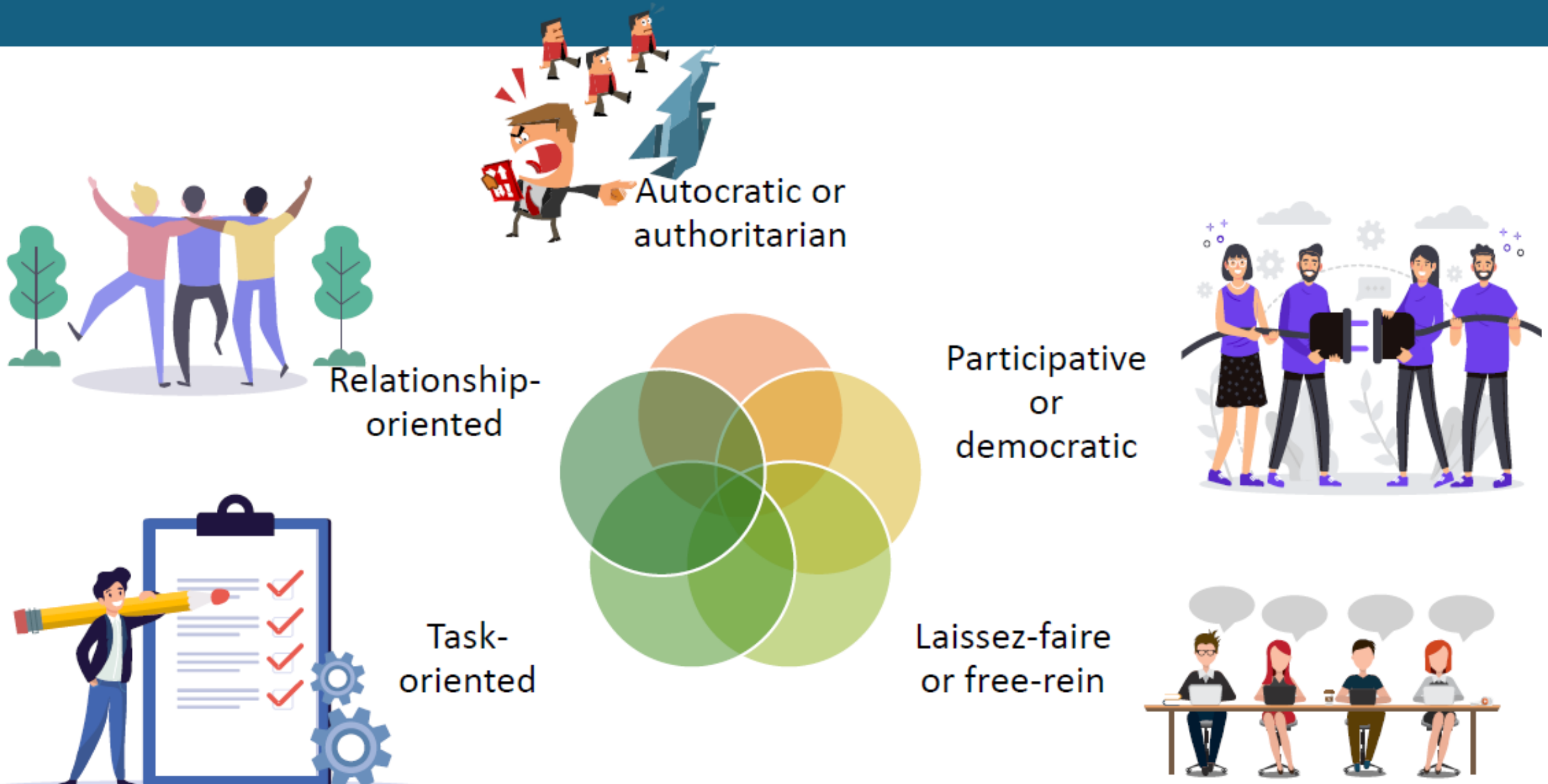
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Summary of leadership styles



What types of leadership are they?



Autocratic leadership
独裁型领导

Democratic leadership
民主型领导



This semester, we have covered the topics of...



Five essentials of an effective strategy



Call option 认购期权

A call option is a contract that gives the holder the **right**, but not the obligation, **to buy a company's stock** at a **predetermined price (strike price)** within a specific time period.

认购期权是一种合约，赋予持有人在特定时期内以预定价格（执行价格）购买公司股票的权利，但不是义务。

Example: If an executive receives a call option with a strike price of 50, and the stock price rises to 70, they can exercise the option to buy at 50 and immediately **profit** 20 per share. However, if the stock price falls to \$30, the option becomes **worthless**.

举例：如果一位高管获得执行价格为50美元的认购期权，当股票价格上升到70美元时，他们可以以50美元的价格行权购买，立即获得每股20美元的利润。但如果股票价格下跌到30美元，这个期权就变得毫无价值。

Strike/exercise price 执行价格

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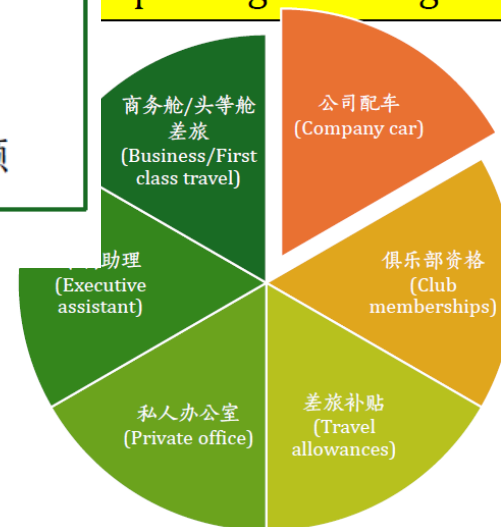
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perks) 特权、优待

the privilege of being a CEO?



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Strike/exercise price 执行价格

- The predetermined price at which the stock can be purchased.
预先设定的可以购买股票的价格

Expiration Date 到期日

- The time period during which the option can be exercised.
期权可以行使的时间

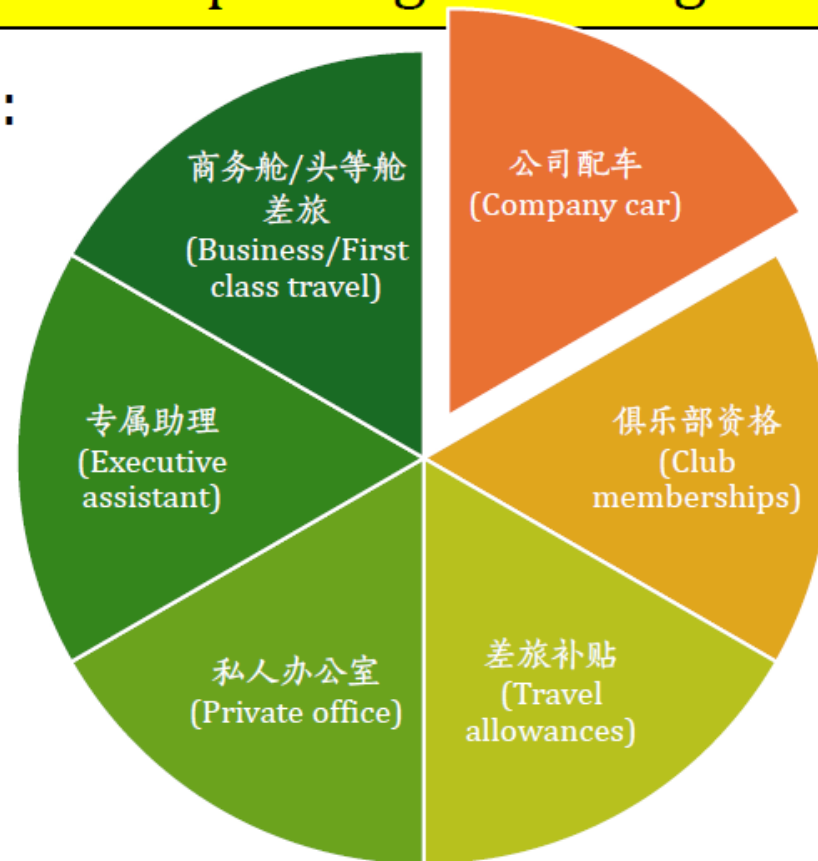
Profit Mechanism 获利机制

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获利来自市场价格与执行价格的差额

Perquisites (perks) 特权、优待

Can you imagine the privilege of being a CEO?

It possibly contains:



This semester, we have covered the topics of...



Measures to tackle climate change



Carbon
footprint

Carbon
pricing

Carbon
tax

Cap and
trade



2. English language



In Readings, we have learnt those...

Unit 1 Companies

Words and phrases	Business terms
Durable	Takeover
Hierarchical	Merger
Bureaucratic	Tangible asset
Standardize	Bidder
Predictable	Venture capitalist
Shift	
Customize	
Flatten	
Maintain	
School of thought	
Glimpse	
Freelance	
At the expense of	

Companies

Reading: A matter of choice
Grammar: Present simple and continuous
Listening: Kellogg School of Management
Career skills: Talking about your job
Culture at work: Hierarchy
Dilemma: The value of necessity



Survival of the fittest

Unit 3 Strategy

Words and phrases	Business terms	
Skateboarding	Turnoff	HQ
Destiny	Harsh	Executive
Buddy	Element	Pitch
Diverse	Footwear	Retailer
Locker room	Co-ordinate	Production cycle
Seniority	Permission	Brand marketing
Core attribute	Galvanise	Traffic
Apparel		
Icon		
Crucial		
Settings		

Strategy

Reading: Nike's Goddess
Grammar: Future forms
Listening: Strategic planning process
Career skills: Short presentation
Culture at work: Attitude to timing
Dilemma: Harley's Angels



The big picture

Unit 5 Development

Words and phrases	Business terms	
Mimic	Vulnerable	Inflation
Initiative	Disproportionate	Proceeds
Levy	Retrain	Sales tax
Placate	Ill-tempered	Tax rebate
Alienate	Unyielding	Energy intensive industry
Loth	Neutral	Wage insurance
Hydroelectric	Thwart	
Gas-guzzling	Aluminium	

Development

Reading: Of wood and trees
Grammar: Modal verbs of likelihood
Listening: Energy transition, the Belt and Road
Career skills: Showing cause and effect
Culture at work: Dealing with unclear situations
Dilemma: Striking a balance



Prosperity or preservation?

Leadership

Reading: When to terrorise talent
Grammar: Articles
Listening: Qualities of successful leaders; managing people
Career skills: Getting things done
Culture at work: Being direct
Dilemma: Mission, impossible?



Terrorizing the talent

Unit 2 Leadership

Words and phrases	Business terms	
Emerge	Upswing	Chief executive
Tactic	Scarce	Executive
Strangle	Redundant	Boardroom
Subordinate	Kick	Headhunter
Essential	Strike a balance	
Indispensable	Disastrous	
Apparently	Dominant	
Dismissal	Neurotic	
Harassment	Idiot	
Put an end to	Fragile	
Make a comeback	Ego	

Pay

Reading: The rewards of failure
Grammar: Present perfect and past simple
Listening: CEOs' pay: salaries and share options
Career skills: Evaluating performance
Culture at work: Fixed objectives or flexibility?
Dilemma: Success at what price?



Because I'm worth it

Unit 4 Pay

Words and phrases	Business terms
Sink in	Pay package
Outrageous	Board
Pharmaceutical	Shareholder
Remuneration	Pension
Advisory	Boardroom
Limbo	Golden parachute
Lavish	
Severance	
Compensation	
Make a fuss	

Unit I Companies

Words and phrases

Durable

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Bureaucratic

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Predictable

Shift

Customize

Flatten

Maintain

School of thought

Glimpse

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Business terms

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Tangible asset

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Terrorizing the talent

Unit 2 Leadership

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Put an end to

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Unit 3 Strategy

Words and phrases

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Turnoff

Destiny

Harsh

Buddy

Element

Diverse

Footwear

Locker room

Co-ordinate

Seniority

Permission

Core attribute

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Retailer

Production cycle

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Reading: Nike's Goddess

Grammar: Future forms

Listening: Strategic planning process; Asian strategy and leadership

Career skills: Short presentations

Culture at work: Attitudes to timing

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The big picture

Pay

Reading: The rewards of failure

Grammar: Present perfect and past simple

Listening: CEOs' pay; salaries and share options

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Because I'm
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Unit 4 Pay

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Business terms

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Unit 5 Development

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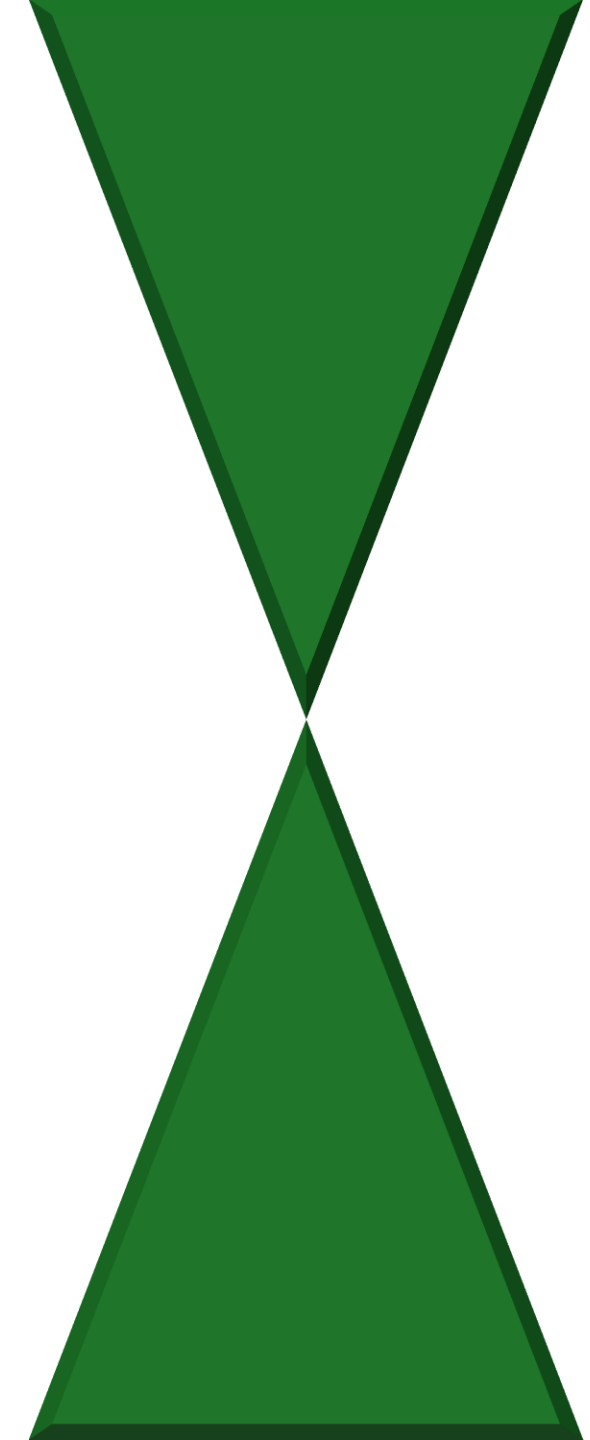
Culture at work: Dealing with unclear situations

Dilemma: Striking a balance



Prosperity or preservation?

3. AI + tools



Tools are good and welcome!



LLM
大语言模型



音频文字互
转工具

视频字幕制
作工具






Word, PDF
编辑操作



目前常见的大语言模型工具（2024.10）

全球

ChatGPT 4o	OpenAI	 GPT-4o
Claude 3.5 sonnet	Anthropic	 Claude 3.5 Sonnet
Gemini	Google	 Gemini 1.5 Pro

中文

文心一言	百度
通义千问	阿里巴巴
星火认知大模型	科大讯飞
智谱清言	清华大学
Kimi	月之暗面
豆包	字节跳动



清影智能体-AI生视频上线啦！🎉🎉

智谱清言大动作！现在输入文本或上传图片，即刻得到一段属于你自己的视频~

大语言模型搜索技巧：提示工程 (prompt engineering)

CO-STAR 结构化 提示词 撰写框架

C (Context, 上下文):

- 为提示词提供相关背景信息，帮助模型理解你的具体需求。

O (Objective, 目标):

- 明确你希望AI实现的目标或输出。

S (Scope, 范围):

- 设定边界，描述你不需要的内容，限制输出的范围。

T (Tone, 语气):

- 说明你想要输出的语气或风格，例如“专业的”、“幽默的”或“简洁的”。

A (Audience, 受众):

- 告诉AI你面向的读者是谁，以便调整语言和内容。

R (Resources, 资源):

- 如果有特定的材料或数据集可以参考，建议补充说明。



视频制作工具



Microsoft Clipchamp

剪映

音频文字互转工具



Word, PDF 编辑操作



Office 2021 专业增强版

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University of International Business and Economics

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常见问题

使用技巧



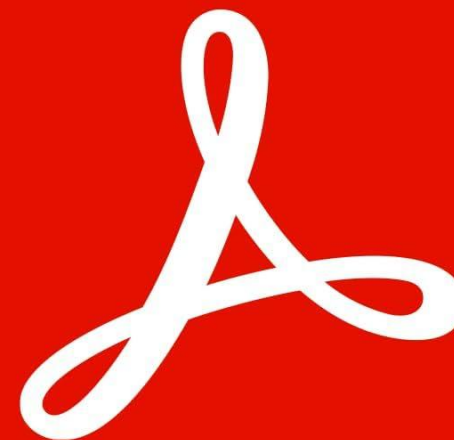
正版软件下载

拓路前行, 领跑未来, 带给你不一样的科技时代

WINDOWS

OFFICE

Adobe Acrobat Pro



4. Your contributions



Inspiring presentations

张晓东
分手厨房

吴荣越
elden ring

王一丹
bilibili

胡美珠
小红书

刘婕
twitter

赵李镇泰
QQ

王振宇
起点

贾莹
tiktok

郝子晗
cyberpunk 2077

赵思扬
breakfast shop
downstairs

赵其琦
不背单词

柴芊羽
记忆碑谷

查晨思
Pocket 48

魏晨曦
美团

曲云朵
绝区零

朱佳佳
QQ飞车

沈州飞
星露谷

张婧
children of light

谢润泽
开心消消乐

李爽
喵喵记账

李佳敏
作文纸条

钟升阳
Assasin creed

林子璐
豆包

黄娅萱
Reverse 1999

周星怡
QQ音乐

曲畅
奶酪单词

翁瑾瑜
微信

夏睿晗
第五人格

朱巧娟
网易云音乐

沈婷婷
长相思

张萌珊
网易有道

Games

张晓东
分手厨房

吴荣越
elden ring

朱佳佳
QQ飞车

郝子晗
cyberpunk 2077

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children of light

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小红书

朱巧娟
网易云音乐

Wonderful text analyses

Unit 6

刘楚豪

岳湘语

张敏

Unit 7

刘应勤

刘逸璇

刘棋

Unit 8

李佳涵

兰晓蕊

周紫恙



Happy new year!

And happy final exams!

