

Trường Cao Đẳng Sư Phạm Đa Lạt
Khoa Xã Hội
Tổ anh văn

CHƯƠNG TRÌNH HẠN CHẾ ÔN THI HỌC PHẦN CUỐI KHÓA
LỚP TIẾNG ANH THƯƠNG MẠI - DU LỊCH K35
NAM HỌC 2012-2013

MÔN: READING & WRITING (HE SỐ ...5...)

A. READING SECTION (50% total score)

I. Topics:

1. Marketing Research
2. Products
3. Pricing
4. Promotion
5. Marketing
6. Sales
7. Human Resources
8. Company Accounts

II. Skills:

1. Vocabulary in context
2. Scanning
3. Skimming
4. Reading for specific information
5. Reading for comprehension
6. Inferring

B. WRITING SECTION (50% total score)

Common topics in business including: Organization, Money, Advertising, Employment, Trade, Leadership, Competition (Business English Course)

I. The form of a business letter

1. letter layout
2. dates and addresses
3. opening and closing a letter
4. subject heading

II. Language : formal / informal

III. Letters on business situations

1. Confirmation
2. invitations
3. placing orders
4. making payments
5. making inquiry
6. recommending
7. informing
8. apologizing
9. complaining
10. requesting

Đà Lạt, ngàytháng...3.. năm 2013.....

Phòng ĐT-NCKH

P.Khoa Xã hội

Tổ trưởng



ĐANG TRỌNG HỘ

VŨ NHẬT LINH

PHẠM HUY ANH TÂN

CHƯƠNG TRÌNH HẠN CHẾ ÔN THI HỌC PHẦN CUỐI KHÓA LỚP TIẾNG ANH THƯƠNG MẠI K35

KHÓA HỌC: 2012 – 2013

MÔN: SPEAKING (HỆ SỐ 5)

PART ONE: BUSINESS ENGLISH

Imagine your company is going to launch a new series of products to the market:

1. A new series of cell-phones
2. A new series of perfume
3. New products of clothing

Prepare an advertising campaign to promote the new products. Prepare the presentation of the campaign and present it on PowerPoint.

PART TWO: TOURISM

Give a presentation about the following cities of Vietnam or the countries of Asia:

1. Nha Trang (Location, Landscapes, Food, Accommodation)
2. Hoi An (Location, Landscapes, Food, Accommodation)
3. Singapore (Location, History, Politics, Festivals, Tourist Destinations)
4. Thailand (Location, History, Politics, Festivals, Tourist Destinations)

Prepare the presentation and present it on PowerPoint.

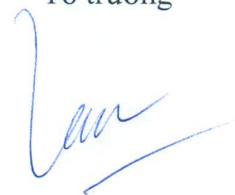
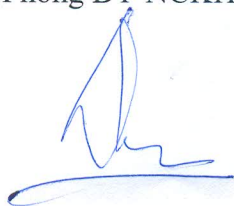
Đà Lạt, ngàytháng...3.. năm 2013.....

Giám hiệu

Phòng ĐT-NCKH

P.Khoa Xã hội

Tổ trưởng



VŨ NHẬT LINH

PHẠM HUY ANH TÂN