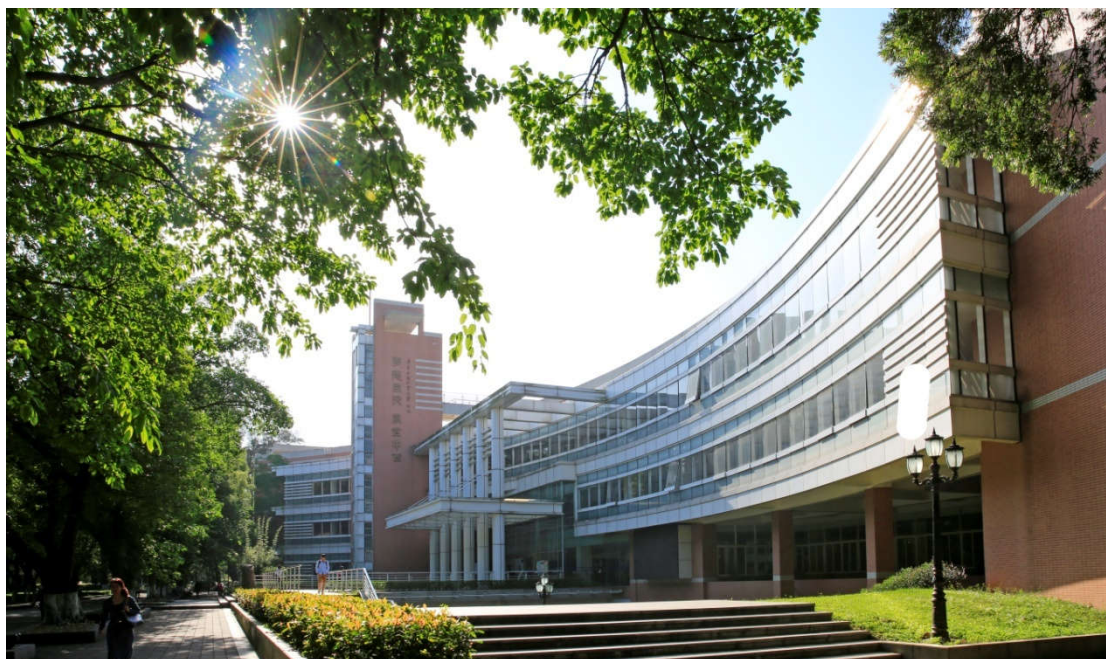


国际商务英语学院

School of English for International Business



一、学院概况 About SEIB

国际商务英语学院成立于 2001 年，是广东外语外贸大学为适应经济社会发展和教育国际化趋势，在原广州外国语学院和原广州外贸学院应用英语专业的基础上创办的一所旨在培养国际化商务精英人才的教学单位。长期以来，学院不断推动教育教学改革，以“复合培养、学科交叉、实践创新、国际认证”为办学特色，是教育部“国际化商务人才培养模式创新试验区”以及教育部、财政部“高等学校英语特色专业”建设点。学院现为全国商务英语研究会、全国法律语言学研究学会会长单位。

In order to be adapted to the fast-developing society and to education globalization, Guangdong University of Foreign Studies founded the School of English for International Business (SEIB) in 2001, a teaching institution aiming to fostering top talents in International Business, on the basis of the Applied English Modules run by Guangzhou Institute of Foreign Languages, predecessor of GDUFS, and Guangzhou Institute of Foreign Trade. SEIB has committed itself to continuous educational reform featuring foci on comprehensiveness, interdisciplinarity, innovation, and international certification. As a result, it has been established by the Ministry of Education as a “Pilot Institution to Innovate International Business Training Models”

and credited by the Ministry of Finance as a school of “Higher Education Institution for Specialized English Education”. Furthermore, SEIB is currently one of the most important collective members of the China Association of Forensic Linguistics (CAFL) and of the China Association of International Business English, with faculty members being president or vice-president there.

学院秉承“自强不息、追求卓越”的精神，坚持特色办学，融会中西文化，培养“双高”（思想素质高、专业水平高）、“两强”（跨文化交际能力强、实践创新能力强），具有国际视野，通晓国际规则，能够直接参与国际合作与竞争并具有高度社会责任感的高素质商务英语及国际商务人才，建设品质精良、特色鲜明、国际化程度高、人民满意的高水平教学研究型学院。

With unremitting efforts to strive for excellence, SEIB, persevering to its characteristic education and placing focus on cross-culture understanding, commits itself to cultivating talents featuring a strong sense of both ethics and expertise and capability of cross-cultural communication and innovation. Graduates from SEIB, specialized in Business English and International Business, are prepared to participate directly into international competitions due to their international vision and their good command of international practices. Moreover, SEIB has never stopped its efforts to build itself into a top teaching-research school of in-depth internationalization and distinct characteristics.

学院是首批获教育部批准开设商务英语专业本科的教学单位，也是率先在商务专业课程中实行全英教学的学院。现设商务英语专业和国际商务专业，其中商务英语专业下设 4 个商科方向，国际商务专业下设双学位培养的“国际商务创新班”及与英国皇家特许管理会计师协会(CIMA)合作申办的 CIMA 方向创新班。学院在全国率先获批设立商务英语研究二级学科博士点和硕士点，形成完整的商务英语本科、硕士和博士人才培养体系及学科层次。学院还在外国语言学及应用语言学硕士点下开设了法律语言学等研究方向。

SEIB is among the first higher education institutions approved by the Ministry of Education to offer a BA program on Business English and is also the first school of higher education to use English as the instructional language for all courses. There are

currently two specialized programs: Business English and International Business. Business English majors may choose to go after one of four business orientations and International Business majors may have the opportunity to be admitted into the “International Business Innovation Class” to work on dual-degree programs or into the “CIMA Class” co-founded by SEIB and the Chartered Institute of Management Accountant (CIMA). SEIB is one of the first to be approved to start an MA program and even a PhD program on Business English Studies, and therefore, it has accomplished a complete system of programs covering all levels including BA, MA and PhD degrees. Besides, it also offers an MA module oriented at Forensic Linguistics.

学院拥有一支学历层次高、研究成果丰硕、教学经验丰富的高素质师资队伍，95%以上的专业教师具有海外留学背景。此外，学院还长期聘请了一批具有丰富教学或商务实战经验的外籍专家，教育国际化走在全校前列。

SEIB is boasting a productive and experienced staff, 95% of whom have overseas educational background. In addition, SEIB has recruited many foreign experts experienced in either teaching or business practice, leading GDUFS in education internationalization.



学院现有全日制在校本科生、硕士、博士研究生及外国留学生近 2000 人。学院较早在所有专业推行全英教学模式，形成了一套以能力培养为主线、知行并进的创新型人才培养模式，人才培养质量获得社会公认。学生因专业基础扎实、外语优势突出而深受用人单位特别是世界 500 强企业、4 大国际会计师事务所、外经贸单位、三资企业的欢迎。多年来，毕业生就业呈现高质量、高层次和高就业率的良好态势。

Nearly 2000 students are now studying at SEIB, including undergraduates, postgraduates and international students. As a pioneer in adopting English as the instructional language, SEIB has developed a training model dedicated to acquisition of both academic knowledge and practical skills for the purpose of ability cultivation. Thanks to the success of such a model, SEIB has already gained a reputation for quality graduates, who are most welcome by employers such as the “Fortune 500 Enterprises”, the four largest international accounting firms, businesses dealing in foreign trade, and foreign-related enterprises, due to their expertise in their professional fields as well as their good command of English. For many years, SEIB graduates have enjoyed a high rate of employment and have received considerable job offers from reputable employers.

近年来，学院不断拓展对外学术合作与交流，国际化办学优势和特色日益凸显。目前，学院已和美国、德国、英国、澳大利亚、加拿大和瑞士等多个国家的院校开展了本科生及研究生层次的学生互换和合作办学项目，每年派出教师赴国外著名大学研修，与国外大学开展合作教学及研究，教学、科研和管理的国际化程度较高。

In recent years, SEIB has been continuously expanding its scope of international cooperation and exchange, reaching a high level of internationalization. So far, it has already cooperated with many universities from USA, Germany, UK, Australia and Canada in exchange student programs and cooperative teaching programs. Sending faculty members to study at prestigious overseas universities annually, SEIB has achieved high-level overseas cooperation and considerably internationalized its teaching, research and management.

二、师资队伍 Staff



学院现有专业教师 100 余人，全部拥有硕士学位，其中博士和在读博士 43 人，教授和副教授 41 人，博士生导师 4 人，硕士生导师 29 人。95%以上的教师具有海外留学背景，教育国际化接轨程度高。

SEIB is boasting a specialized staff of over 100, all of whom hold Master degrees or above (PhDs and PhD candidates accounting 43), 41 of whom are professors and associate professors, 4 supervisors of PhD candidates and 29 supervisors of MA students. 95% of them have overseas educational background, projecting a degree of internationalization.

学院教师主要分英语教学和商科教学两个大类：英语教师均有语言学、文学、文化研究的学历背景和相应的专业技术职称，一批教师在商务英语及法律语言学领域享有盛誉；商科教师有相应的经济学、管理学、法学的学历背景和相应的专业技术职称，一批教师与企业、商务界联系密切，具有丰富的商务管理实践经验。

SEIB staff fall into two major categories: teachers of English and teachers of Business. The former have obtained their diplomas and corresponding professional titles in linguistics, literature and cultural studies, some of whom have already established their reputation in the fields of Business English and Forensic Linguistics; the latter in economics, management and law, some of whom are closely associated with the business community, possessing a wealth of business management experience.

学院大部分教师有在英国、美国、澳大利亚等英语国家留学的经历。全体教师均能用英语授课，包括使用英语教材、英语讲授。

The majority of the staff has international study experience in UK, USA, Australia or other English-speaking countries. All of them are able to teach in English, including the use of textbooks in English and use of English as the instructional language.

另外，学院还长期聘请 10 余名具有丰富教学经验和商务实战经验的外籍专家参与教学与研究工作。

In addition, SEIB has recruited more than 10 foreign experts experienced in both teaching and business practice.

三、培养特色及就业特点 Programs and Employment



●商务英语专业 Business English Program

我院于 2007 年成功申报商务英语本科专业，成为首批获教育部批准开设的商务英语专业本科教学单位之一。该专业坚持外语教学与专业知识教育相结合的办学特色，已形成了一套较成熟的“英语 + 商科”教学的人才培养方案。商务英语专业下设商务英语（国际商务管理）、商务英语（国际贸易）、商务英语（国际金融）以及商务英语（国际经济法）四个方向。为落实学分制改革，我院的商务英语专业实行大类招生。新生入学后，首先按商务英语学科

大类打通培养，其后按学校有关规定确定主修专业（或方向）。大类招生给予学生更大的专业（或方向）选择自主性，给予学生更大的发展空间。

SEIB successfully obtained the approval of the Ministry of Education in 2007 and became one of the first schools to offer the Business English Program to undergraduates. Insisting on the combination of language teaching and professional training, SEIB has already formed its unique model of “English teaching + business teaching”. Students working on this Program may choose one of the four orientations: International Business Management, International Trade, International Finance and International Business Law. In order to carry out a reform on academic credit system, SEIB begins to practice orientation-free recruitment for the International Business Program. Students recruited by such a means need not to decide on their orientations in a hurry but first to receive general education on International Business, and therefore are given more freedom and bigger chance to decide their own path.

●国际商务(全英)专业 International Business (English) Program

国际商务专业是 2004 年由国家教育部批准开设的新专业。该专业在原国际商务管理全英班的基础上建成，旨在培养掌握系统的国际商务理论知识和商务规则、外语运用能力强、信息技术运用能力强、能直接参与国际竞争与合作的应用型国际商务管理人才。

The International Business (English) Program is a comparatively new program approved by the Ministry of Education in 2004. This Program was adapted from the former “International Business Management Class (English)”, and its goal is to cultivating practice-oriented international business management professionals who have polished competition edge in international competition and cooperation due to their mastery of both systematic knowledge of international business theories and business practice and their foreign language competence as well as their excellent IT skills.

2010 年，经教育部批准，我校成为“国际化商务人才培养模式创新试验区”。为探索复合型国际化商务人才培养的新模式，我院通过在全校新生中选拔，招收了首批 60 名国际商务创新班学生，对合格毕业生授予管理学学士学位和文学学士双学位。2015 年又与英国皇

家特许管理会计师协会(CIMA)合作申办了 CIMA 方向创新班, 通过创新人才培养模式, 以国际认证为目标, 借助 CIMA 等行业协会的外部评估手段, 促进人才培养质量的提升。

Upon approval of the Ministry of Education, SEIB has been made a “Pilot Institution to Innovate International Business Training Models” since 2010. With a view to exploring a new model of international business training, SEIB recruited 60 students out of the GUDFS enrollment in that year to form the first “International Business Innovation Classes”, who were supposed to be conferred with bachelor degrees on both management and literature. In 2015, SEIB and the Chartered Institute of Management Accountants (CIMA) cofounded the “CIMA Class”, which aims to innovating the training model and enhance the training quality through exterior motivations such as CIMA assessment or other international certifications.



●4+0 商务英语（国际商务管理）双学位/双专业

“4+0” Business English (International Business Management) Duel-degree Program

从 2010 年起我院开设 4+0 商务英语（国际商务管理）双学位。将我院人才培养模式的受益面辐射至全校, 为学校培养更多满足经济社会发展需要的复合型国际化人才。

SEIB started running “4+0” Business English (International Business Management) Duel-degree Program in 2010, which recruits students from all faculties and schools

of GDUFS, thus having promoted its unique model to the University level and cultivated more graduated with comprehensive educational background.

专业特色 Program Features

专业特色一：商科全英教学 Program Feature One: Teaching Business in English

学院目前采用英语教材、英语授课及英语课堂讨论、作业、考试和论文写作的全英教学模式。学生既接受了专业知识教育，又获得了英语专业知识和能力训练。

SEIB adopts an “all-English model” in nearly every segment of teaching, including choosing textbooks originally written in English and the use of English for lectures, in-class discussions, after-class assignments, examinations and thesis-writing. In this way, students learn professional knowledge while in the meantime acquire English.

专业特色二：以能力培养为导向 Program Feature Two: Orientating at Ability

学院全面加强学生跨文化交际能力、实践能力、创新能力、就业创业能力和自主学习能力等“五种能力”的培养，把知识传授与能力培养融为一体，在教学计划中积极构建包括实验教学、专业实习、论文设计、创新活动、社会实践等方面的一体化的实践教学体系。

In order to achieve the integration of knowledge teaching and ability training, especially to holistically enhance students’ “Five Abilities” (cross-cultural communicative ability, practical ability, innovative ability, entrepreneurial ability and self-study ability), SEIB has built up an experiential teaching system integrating experiment teaching, professional field study, dissertation writing (or project design), innovative activities and social practice in its teaching curricula.

专业特色三：以“双标建设”（国际标准 / 国家标准）为目标 Program Feature Three:

借助国家标准、CIMA 等行业协会的外部评估手段促使学院不断审视自身，推动教学改变和管理变革，走以质量和特色为核心的内涵式发展道路，以优化我们的人才培养模式，不断增强我们的办学特色。

By use of measurements such as related national standards and exterior assessments from professional associations like CIMA, SEIB has been constantly reviewing its commitment to

education and intensifying reforms in teaching and management. It sticks to quality education and never ceases its efforts to optimize its training models

人才培养质量 Quality of Education

在每年全国英语专业四、六级考试中，我院学生成绩均远远高于全国外语院校学生平均水平。多年来，学院为国家培养了大量高质量的复合型国际化人才，毕业生凭着强劲的就业竞争力深受用人单位的欢迎，呈现高层次就业和高就业率的良好就业态势。每年毕业生最终就业率均达 99.6%以上，连续多年被评为学校“就业工作先进单位”。

SEIB's students' performance in TEM4 and TEM 8 is far better than the national average. For year, SEIB has trained a great number of top-quality international business talents with comprehensive educational background. SEIB's graduates, with a polished competitive edge, are very popular with employers, enjoying a high rate of quality employment. The annual employment rate of SEIB graduates is over 99.6%, and SEIB has accordingly received awards from the University for its achievements in students' employment for several consecutive years.

学生就业特点 Students' Employment

国际商务英语学院毕业生综合素质高，就业竞争能力强，普遍受到用人单位欢迎。学生就业主要去向为世界 500 强企业、四大国际会计师事务所、外经贸单位、三资企业等。

SEIB's graduates, with a polished competitive edge, are very popular with employers, enjoying a high rate of quality employment. They are mainly employed by the “Fortune 500 Enterprises”, the four largest international accounting firms, businesses dealing in foreign trade, and foreign-related enterprises.

近四年就业去向 Graduates' Employment in the Last Four Years

单位名称		录 用 人数	单位名称		录 用 人数
省市级国家机关		57	广州宝洁公司		10
四大会计 师事务所	毕马威	56	各大国有 银行	中国银行	84
	安永	26		中国工商银行	29
	普华永道	29		中国建设银行	23
	德勤	15		中国农业银行	8
外资银行		28	股份制商业银行		59
中国南方航空		20	广东移动通讯		14
TCL 通讯有限公司		20	高露洁棕榄有限公司		8

Employer		Recruitment	Employer		Recruitment
Government Departments		57	P&G (Guangzhou)		10
international accounting firms	KPMG	56	State-owned Banks	BOC	84
	Ernst & Young	26		ICBC	29
	PwC	29		CCB	23
	Deloitte	15		ABC	8
Foreign banks		28	joint-equity commercial banks		59
China South Airline		20	China Mobile (Guangdong)		14
TCL Communication		20	Colgate-Palmolive		8

四、专业建设及教研成果 Achievements in Teaching



专业建设成果 Research Achievements

2007 年，成功申报教育部财政部第二批高等学校英语特色专业建设点。

2010 年，国际商务专业获批学校特色专业建设培育项目，目前正在申报省级特色专业。

In 2007, SEIB was added into the list of “Specialized English Teaching Institutions of Higher Education” by Ministries of Education and Treasury.

In 2010 the International Business Program was approved to be one of the “GDUFS Special Programs” and is now in the application process for “Guangdong Special Programs”.

教学团队建设 Teaching Teams

学院重视建立有效的团队合作机制，现有的五个教学团队在促进教研，开发教学资源，提高教学水平等方面发挥了积极的作用。

袁传有	法律英语教学团队	获批省级教学团队建设
郭桂杭	国际商务全英教学团队	获批省级教学团队建设
王小海	英语国家文化教学团队	获批第一批校级教学团队建设
曾利沙	笔译基础+商务翻译教学改革团队	获批第二批校级教学团队建设
陈潇潇	商务英语写作教学团队	获批 2015 年校级教学团队建设

SEIB values effective team work. There are currently five teaching teams, which have played important roles in pushing forward teaching and research and developing teaching resources.

Team Leader	Teaching Subject	Class
YUAN Chuanyou	Legal English	provincial level
GUO Guihang	International Business (English)	provincial level
WANG Xiaohai	Culture of English-speaking Countries	University level
ZENG Lisha	Basic Translation and Business Translation	University level
CHEN Xiaoxiao	Business English Writing	University level (2015)

实践基地建设 Experiential Study Bases

学院非常注重学生的实践能力培养，目前已与中国出口商品交易会（简称广交会）、国际名家具（东莞）博览会、广东省律师协会、广州市中级人民法院、广发证券、中国工商银行电子银行中心（广州）、羊城会计师事务所、白云区人民法院、广东广新贸易发展有限公司、金发科技股份有限公司、深圳通明控股有限公司、浙江省商会等单位建立了稳定的实习

实践基地，还经常组织学生深入企业进行社会调查，使学生加深对国情、社情、民情的了解，促进学生健康成长。

SEIB attaches great importance to the cultivation of students' practical ability and has established stable experiential study bases in cooperation with various institutions and enterprises, such as China Import and Export Fair (also known as "Canton Fair"), Famous Furniture Fair Dongguan, Guangdong lawyers association, Guangzhou Intermediate People's Court, GF Securities, the Electronic Banking Center (Guangzhou) of Industrial and Commercial Bank of China, Yangcheng Certified Public Accountants, Baiyun District People's Court, Guangdong Guangxin Trade Development Co., Ltd., Kingfa SCI & TEAH. Co., Ltd, Shenzhen Tongming Holdings Limited, Zhejiang Chamber of Commerce and etc. Besides, SEIB from time to time organize students to conduct social surveys on enterprises, as a way to enhance their understanding of social realities and the general public.

2013 年我院“中国进出口商品交易会实践教学基地”成功获批为国家级实践教学基地。

2015 年“广州市中级人民法院法律英语实习基地”成功获批为省级优秀实践教学基地。

In 2013, SEIB's "Canton Fair" Base was successfully accredited as a National Experiential Study Base.

In 2015, the Guangzhou Intermediate Court Base of Legal English was successfully accredited as a Provincial Experiential Study Base.

省质量工程及教研项目

Provincial Quality Higher Education Project and other teaching and research projects

2011 年，杜金榜教授的《英语“多模态信息认知教学模式”研究》获批广东省高等教育教学成果奖培养项目。

The project of "Multi-modal Cognitive Approach to Legal English Teaching", directed by Professor Du Jinbang, was approved to be incubated as a preparatory project for the Award of Guangdong Higher Education.

在精品课程建设方面，《当代商业概论》被评为国家级双语教学示范课程。郭桂杭教授

主持的《会计学原理》课程被评为教育部 2013 年度来华留学英语授课品牌课程。我院的《当代商业伦理与社会责任》、《会计学原理》、《法律英语》、《英语国家社会与文化》等课程被评为省级精品资源开放课程。另有十门课程被评为校级精品课程和精品资源开放课程。

As per the development of “Model Courses”, Introduction to Contemporary Business is accredited as a “National Model Course of Bilingual Teaching”, and Accounting Principles, started and developed by Prof. Guo Guihang, was accredited as one of the Brand Courses for International Students by the Ministry of Education. In addition, courses such as Contemporary Business Ethics and Social Responsibility, Accounting Principles, Legal English, and the Society and Culture of English-speaking Countries are accredited as the “Provincial Model Open Courses”, and another 10 courses are ranked as “GDUFS Model Open Courses”.

为加强教学研究，深化教学改革，提高本科教学水平和人才培养质量，学院教师积极申报教研项目并取得丰硕成果。仅 2012-2015 三年间就获 9 项省级教学改革与研究项目。

In order to promote research on teaching, intensify teaching reform and advance undergraduate education, SEIB faculty members are active in applying for academic projects on teaching and have achieved significantly, having 9 Provincial Projects on Educational Reform and Research approved between 2012 and 2015.



教学名师及教学大赛成绩 Award-winning Faculty Members

- 曾利沙教授 2008 年获“广东外语外贸大学第二届教学名师”奖
- 杜金榜教授 2010 年获“广东外语外贸大学第三届教学名师”奖
- 石 静老师 2011 年获评“广东外语外贸大学第三届青年教学十佳”及第一届青年教师说课比赛一等奖
- 郑 铁老师 2012 年获“广东外语外贸大学首届翼群教学特等奖”
- 陈海晖老师 2012 年获第三届“外教社杯”全国高校外语教学大赛广东赛区二等奖
- 陆 璐老师 2013 年获评“广东外语外贸大学第四届青年教学十佳”及第二届青年教师说课比赛二等奖
- 郝 佳老师 2015 年获广东省微课比赛（非语言组）一等奖 2015 年第三届青年教师说课比赛（非语言组）三等奖
- 袁 媛老师 2015 年获广东省微课比赛（语言组）三等奖
- 戴桂玉老师 2015 年获“广东外语外贸大学翼群教学特等奖”

Faculty members	Awards or Titles
Prof. Zeng Lisha	2008 Celebrity Teachers of GDUFS
Prof. Du Jinbang	2010 Celebrity Teachers of GDUFS
Shi Jing	2011 Top Ten Young Teachers of GDUFS & First Prize of the First Lecture Presentation Contest
Zheng Tie	2012 Yiqun Award for Teaching
Chen Haihui	Second Prize of the Third SFLEP National Foreign Language Teaching Contest (Guangdong) in 2012
Lu Lu	2013 Top Ten Young Teachers of GDUFS & Second Prize of the Second Lecture Presentation Contest
Hao Jia	First Prize of Guangdong Micro-teaching Contest (Non-Language Teaching Category) in 2015 Third Prize of the Third Lecture Presentation Contest in 2015
Yuan Yuan	Third Prize of Guangdong Micro-teaching Contest (Language Teaching Category) in 2015
Prof. Dai Guiyu	2015 Yiqun Award for Teaching

教材建设 Textbooks

学院鼓励教师积极编写体现学科发展和培养创新能力的教材,形成了与人才培养和学科建设相适应、课程体系相配套、前沿领域相协调的系列教材,其中 4 部/套为校级“十二五”

规划教材，一套为国家级“十二五”规划教材，7 部/套为国家级“十一五”规划教材。为切实提高本科教学质量，深化教育教学改革，保证人才培养的质量，我院鼓励教师积极编写体现学科发展和培养创新能力的教材，形成了与人才培养和学科建设相适应、课程体系相配套、前沿领域相协调的系列教材。

SEIB encourages its staff to write or compile textbooks featuring innovative ability training and adaptation to the development in corresponding academic disciplines. So far, SEIB has published several series of textbooks that are consistent with its goals for teaching and research, suitable for its curricula, and characteristic of the most updated academic research. Of those textbooks, 4 are GDUFS Planned Textbooks of the “Twelfth Five-year Plan”, 1 is a National Planned Textbooks of the “Twelfth Five-year Plan”, 7 Planned Textbooks of the “Eleventh Five-year Plan”.

五、学科建设及科研事业发展 Achievement in Research



学科建设 Research Module Development

1999 年，我院率先在国内招收专门用途英语方向硕士研究生。

2002 年，我院开始招收法律语言学方向博士研究生。

2006 年，我院开始招收英汉对比与翻译研究方向博士研究生。

2008 年，我院成为全国第一个获得国务院学位办批准，在外国语言文学一级学科下自主设立商务英语研究二级学科硕士点的单位。

2012 年，我院成为全国第一个在外国语言文学一级学科下自主设立商务英语研究二级学科博士点的单位。

经过十多年的建设，我院相关学科发展稳健，特色突出，在广东乃至全国处于领先的学科地位。

1. In 1999, SEIB became the first school in China to recruit MA students of ESP.

2. In 2002, SEIB started to recruit PhD candidates of Forensic Linguistics.

3. In 2006, SEIB started to recruit PhD candidates of Comparative Study and Translation between Chinese and English.

4. In 2008, SEIB became the very first school in China approved by the Academic Degree Commission of the State Council to launch the MA degree program on Business English Studies (a Class-two discipline) under the Class-one discipline of Foreign Language and Literature.

5. In 2012, SEIB became the very first school in China to launch the PhD degree program on Business English Studies (a Class-two discipline) under the Class-one discipline of Foreign Language and Literature.

After more than 10 years' efforts, SEIB has already achieved a steady development of featured programs which are provincially or even nationally leading.

科学研究 Research

积极参与项目申报，高显示度学术成果彰显科研实力 Accomplishments

近五年，全院教师在 SCI, SSCI, CSSCI 等核心期刊上发表科研论文 80 多篇，成功申报 7 项国家社科基金项目、18 项省部级项目，出版专著、译著 30 部。

For the past five years, SEIB staff have published more than 80 academic research papers on core journals indexed by SCI, SSCI, CSSCI and have successfully applied for 7 projects supported by National Social Science Foundation, 18 provincial projects and written and translated over 30 books.

发挥科研创新团队带动作用，促进科研工作迈上新台阶 Innovative Research Teams

我院现有三大科研创新团队：法律语言研究科研团队、应用翻译研究科研团队和商务英语教学研究科研团队。各团队坚持以课题为导向，制订了具体管理措施和规章制度，取得了较好的科研业绩，其中，法律语言研究科研团队于 2012 年成功立项为校级科研创新团队，目前已基本完成各项指标，即将成功结项。

SEIB has three innovative research teams: Forensic Linguistic Research Team, Pragmatic Translation Research Team, and Business English Teaching Research Team. Having formulated specific rules and measures of management, each team bases its research on projects and has achieved considerable research accomplishments. Among them, the Forensic Linguistic Research Team was founded and approved to be a University-level research team in 2012, and so far it has met nearly all the requirements and is expecting a successful completion soon.

2013 年我院“商务与法律话语研究中心”获批校级人文社会科学重点研究基地。该中心基于三大院级科研机构（即，商务英语研究中心、法律语言学研究所、国际商务研究中心）而建立，旨在整合学院骨干科研力量，凝炼研究方向，提升学术水平和地位。中心与香港理工大学建立了合作研究平台：语言与多模态实验室广外工作站。

In 2013, the Center for Business and Legal Discourse Studies in SEIB was approved as University-level key research center of Humanities and Social Sciences. It is established on the basis of the three older SEIB research centers (i.e. Research Center of Business English, Institute of Forensic Linguistics, and Research Center of International Business). Its goal is to integrate the research staff of SEIB and concentrate research efforts to advance SEIB's status in the academic community. The Center has built up a platform for cooperative research with The Hong Kong Polytechnic University: GDUFS Workshop of the Language and Multi-modal Laboratory.

积极承办高水平学术会议，引领相关学科发展 Academic Conferences

为了引领学科发展方向，我院积极承办各类高层次学术会议。2011 年学院率先在全国发起“第一届全国商务英语学科理论高层论坛”，2012 年举办全国商务英语师资发展研讨会，

有力地推动了商务英语学科专业的发展。

SEIB has been an active host of various high-level academic conferences, as a leader in related disciplines. SEIB launched the First National Business English Studies Forum in 2011 and held the National Symposium on Business English Teacher Training, pushing forward teaching and research of Business English.

2015年7月6-9日,学院成功承办“第十二届国际法律语言学大会”。本次大会是第一次在亚洲国家举办的国际法律语言学大会,规模大、专家多、学术含金量高。本次大会接受了省级电视台采访,并录制电视访谈节目,向全球播放,将法律语言学介绍给世界各国观众。From July 6th to July 9th, 2015, the 12th Biennial Conference on Forensic Linguistics (IAFL12) was successfully hosted by SEIB, the first time for this Conference to be held in Asia. IAFL 12 attracted a large number of internationally renowned researchers and demonstrated strong academic strength. During the Conference, top forensic linguists received interviews by GDTV and introduced forensic linguistics to ordinary audience across the world through global broadcasting.

2015年11月27-29日,学院将承办“第十四届国际商务沟通学会亚太地区学术研讨会”(The 14th ABC Asia-Pacific Conference),该研讨会将致力于在全球化背景下探讨跨文化商务沟通的新理论、新模式、新方法,讨论在国际商务背景下英语作为国际通用语(English as Lingua Franca,)的作用及嬗变,并为商务英语研究这门新兴交叉学科寻找新视角、新理论、新方法。11月28日,学院将承办“第五届全国商务英语学科理论高层论坛”,进一步深入探讨商务英语学科理论前沿,引领该学科的发展方向。

Between November 27 to 29, 2015, SEIB is to host the 14th ABC Asia-Pacific Conference, which is dedicated to new theories, new models and new methodologies of cross-cultural business communication, and English as Lingua Franca and its variations in international business, with a view to exploring new perspectives, new theories and new methodologies for Business English Studies, a newly rising interdisciplinary. On November 28, SEIB is to hold the Fifth National Business English Studies Forum, pushing forward the academic front this discipline and leading its progress.

六、国际合作与交流 International Cooperation and Exchange



截至 2015 年 9 月，我院已与英国、美国、澳大利亚、德国、加拿大、瑞士、俄罗斯、法国、香港、台湾等国家和地区的多所大学建立了学术交流关系。自 2001 年以来，我院已接收数十名来自英国、美国、加拿大、澳大利亚、香港等国家和地区的外教和外籍专家，同时有 88 名教师赴英国、澳大利亚、美国等多个国家攻读学位或访学。

Till September 2015, SEIB has entered into academic cooperation with many overseas universities in countries and regions such as UK, USA, Australia, Germany, Canada, Swiss, Russia, France, Hong Kong and Taiwan. Since 2001, dozens of Foreign teachers and experts from UK, USA, Canada, Australia and Hong Kong have joined the staff of SEIB while 88 SEIB faculty members have been sent to overseas countries, including UK, Australia and USA, to pursue academic degrees or to work as visiting scholars.

根据大学国际化战略的部署，我院不仅着力吸引海外师资来我院进行短期讲学或长期授课，积极选派本院教师到海外合作院校攻读学位、访学、支持教师参加国际会议；同时每年派送学生赴海外合作院校攻读学位、交换学习或短期访学，也接收国外交换学生到我院学习。2015 年，我院获得被誉为欧盟“富布莱特计划”的 Erasmus+项目（用于促进欧盟大学与其他大学国际交流的高端资助项目），专项资助我院教师前往欧盟成员大学进行为期一周的讲学及学术交流访问；资助我院学生（含本科、硕博士）进行一学期的交换学习，并接受欧盟各

大学的师资和学生来我院交换。

Following the University's strategy for Internationalization, SEIB not only makes efforts to attract overseas scholars to teach here on an either short or long term basis but also sends faculty members to its overseas cooperating institutions to pursue academic degrees, work as visiting scholars or participate in international conferences; on top of such measures, SEIB sends students on study visits to, for exchange study at, or to pursue academic degrees at its overseas cooperating institutions and also receives exchange students from overseas institutions. In 2015, SEIB received Erasmus Funding from the European Union (which, known as an EU equivalent to Fulbright Program, is a top-level funding intended for sponsoring exchanges between universities in and outside EU), which is supposed to be spent on faculty members' one-week visits to EU universities, one-semester exchange study for students (including postgraduates) and reception of teachers and students from EU.



目前我院本科生可参与 2+2 双学位、海外交换生与访学项目。我院与德国多特蒙德应用科技大学、英国考文垂大学、加拿大昆特兰理工大学、美国密苏里大学、北园大学、威斯康辛州立大学、法国雷恩商学院、格勒诺布尔商学院、香港浸会大学等海外与境外大学以及

海外留学基金会（SAF）、全美国际等国际机构合作开展海外交流项目。我院学生赴对方大学学习后，根据对方学校或机构的协议和我校的政策获得对方大学学位、学分转移或访学证书。与此同时，我院每年均有一定比例的优秀本科毕业学生继续攻读国内外硕士。到目前为止，我院已有 600 多名本科学生赴海外攻读硕士学位。

At present, undergraduates of SEIB enjoys great opportunities to participate in “2+2” dual-degree programs, exchange student programs and overseas study visits. SEIB is running overseas exchange programs in cooperation with Fachhochschule Dortmund in Germany, Coventry University in the UK, Kwantlen Polytechnic University in Canada, Missouri State University in the USA, North Park University, the University of Wisconsin, ESC Rennes School of Business in France, Grenoble Ecole de Management, Hong Kong Baptist University, as well as such international institutions as SAF and USIEA. When SEIB students complete their studies at the aforesaid universities, they will be conferred with degree diplomas, transferable credits or study visit certificates in accordance with relevant agreements and policies. Moreover, every year, a certain percentage of SEIB graduates continue to pursue master degrees home and abroad. So far, over 600 graduates have chosen to pursue their master degrees at overseas universities.

另外，我院硕士生还可参与海外名校的双硕士项目。2013-2015 年，我院与法国雷恩商学院（ESC Rennes School of Business）、澳大利亚昆士兰大学（The University of Queensland）和美国北园大学（North Park University）签订了“1+1”双硕士培养协议，对方合作院校为我院商务英语研究生提供全额或半额奖学金，资助我院硕士生赴对方学校攻读商科硕士学位，促进我院硕士生进一步开阔国际化视野，提升未来职业竞争力。

Furthermore, MA students in SEIB may also enroll in dual-masters programs co-run by overseas prestigious universities. From 2013 to 2015, SEIB has signed agreements on “1+1” dual-master programs with ESC Rennes School of Business, the University of Queensland and North Park University, which provide that the abovementioned universities furnish full or half scholarships for SEIB’s MA students for them to pursue master degrees on Business at those universities.



基于我院长期坚持的全英教学商务课程, 每年数十名海外留学生选择来我院选修专业课和攻读学位, 留学生们对我院开设的全英课程给予高度的评价。

Due to years of insistence on the use of English as the instructional language for Business courses, dozens of international students enroll in specialized courses and programs at SEIB and have responded favorably.

七、校园文化与社会责任 Campus Culture and Social Service

校园文化 Campus Culture

学院以校园文化和社会实践活动为载体, 致力于营造积极进取、昂扬奋发的文化氛围, 培育具有鲜明国际化特色的学院文化。

SEIB endeavors to create an encouraging atmosphere on campus and tries to nurture a campus culture with internationalized characteristics.



学院鼓励学生积极参加各类学术和文体活动，促进综合素质的全面提高。我院学生积极参加学术节、艺术节、运动会，大学生“挑战杯”竞赛、大学生就业力大赛、大学生职业生涯规划大赛、“外研社杯”英语演讲比赛、“21 世纪杯”全国大学生英语演讲比赛、CIMA 商业经营国际挑战赛等各类赛事并取得骄人成绩，学生从中受益匪浅，既陶冶了情操，又提高了专业知识和技能。

SEIB encourages students to participate in various academic and cultural and sport activities in order to enhance their comprehensive qualities in an all-round way. Consequently, students participate actively in the University's Academic Festival, Art Festival, Sports Meet, and various contests and competitions such as the "Challenge Cup" (a national competition for university students in extra-curricular scientific and technological inventions), Job-hunting Competition, Career Planning Contest, the "21st Century SFLEP Cup" National English Speaking Competition, CIMA Global Business Challenge, and etc. They have greatly benefited ethically and academically from those activities and contests.



近年来我院学子参加重要赛事获奖情况（部分）

姓名	获奖时间	获奖名称
薛鹭虹	2015 年 9 月	12335 全国商务知识竞赛 2015 年度二等奖、未来商务精英金奖
丁佳薇、梁月雅、曾乐正	2015 年 9 月	12335 全国商务知识竞赛 2015 年度三等奖、未来商务精英银奖
林韬杰、王子怡	2015 年 5 月	第六届中国辩论公开赛全国赛二等奖
林韬杰、王子怡	2015 年 5 月	第十八届“外研社·京东杯”英文辩论赛全国总决赛三等奖，华南赛区一等奖
邓俊逸、文雅	2015 年 5 月	第六届中国辩论公开赛全国赛二等奖
陈红州	2015 年 5 月	2015 北京模拟联合国大会杰出代表
Phoenix 队	2014 年 11 月	第二届全国商务英语实践大赛总冠军
颜瑜	2014 年 9 月	12335 全国商务知识竞赛 2015 年度二等奖
华珂	2014 年 11 月	2014 年“外研社杯”全国英语演讲大赛广东赛区一等奖
蔡宇宁	2014 年 11 月	2014 广东省本科高校英语写作大赛三等奖
康钰然、邱嘉敏、周挺	2014 年 8 月	大学生小平科技创新团队奖
Firework 队	2014 年 11 月	第一届全国商务英语实践大赛一等奖
陈绮瑶	2013 年 8 月	“CCTV 全国希望之星”英语风采大赛广东赛区二等奖

何胡俊	2012 年 12 月	“外研社杯”全国英语演讲大赛亚军
李帅、邓发、李旭妍	2012 年 6 月	第六届广东大学生科技学术节之第三届广东大学生英语综合技能大赛一等奖
邓发、金笛	2012 年 6 月	第十六届“外研社·亚马逊杯”全国英语辩论赛三等奖、华南赛区一等奖
沈家慧	2012 年 4 月	第十七届“21 世纪杯”全国英语演讲比赛总决赛一等奖

Some Awards won by SEIB students in recent years:

Students	Time	Awards and Prizes
Xue Luhong	Sep.2015	Second Prize of 12335 National Business Knowledge Contest of 2015 & Gold Award for Future Business Elites
Ding Jiawei, Liang Yueya,Zeng Lezheng	Sep.2015	Third Prize of 12335 National Business Knowledge Contest of 2015 & Silver Award for Future Business Elites
Lin Taojie, Wang Ziyi	May.2015	Second Prize of 2015 China Open Debate Tournament
Lin Taojie, Wang Ziyi	May.2015	Third Prize in the national final and First Prize of the South China final of the 18 th FLTRP & JD Cup National English Debating Competition
Deng Junyi, Wen Ya	May.2015	Second Prize of 2015 China Open Debate Tournament
Chen Hongzhou	May.2015	Excellent Delegate of 2015 Beijing Model UN
“Phoenix” Team	Nov.2014	Champion of the Second National Business English Practice Contest
Yan Yu	Sep.2014	Second Prize of 12335 National Business Knowledge Contest of 2015
Hua Ke	Nov.2014	First Prize of Guangdong final of 2014 FLTRP Cup English Speech Contest
Cai Yuning	Nov.2014	Third Prize of 2014 Guangdong English Writing Contest for Undergraduate Students
Kang Yuran, Qiu Jiamin, Zhou Ting	Aug.2014	Xiaoping Award for Technical Innovation Team for college students
“Firework”Team	Nov.2014	First Prize of the First National Business English Practice Contest
Chen Qiyao	Aug.2013	Second Prize of Guangdong Final of the “Star of Outlook” English Talent Competition
He Hujun	Dec.2012	Runer-up of FLTRP Cup English Speech Contest

Li Shuai, Deng Fa, Li Xuyan	Jun.2012	First Prize of the Third Guangdong English Proficiency Contest at the Sixth Guangdong Technology & Research Festival for College Students
Deng Fa, Jin Di	Jun.2012	Third Prize in the national final and First Prize of the South China Division of the 16 th FLTRP & Amazon Cup National English Debating Competition
Shen Jiahui	Apr.2012	First Prize in the national final of the 17 th "21 st Century Cup" National English Speaking Competition

品牌学术竞赛 **Brand Academic Contests**

学院结合专业特点，举办系列学术品牌活动，激发学生的学习兴趣，为学生提供施展才华、增长才干的平台。

In order to stimulate students' interest in study, SEIB hosts series of brand academic contests associated with respective academic studies so as to provide students platforms for them to display their talent and to enhance their capability.

新生英语口语大赛 **First-Year English Speaking Contest**

学院在一年级新生中举办该项比赛，旨在培养学生掌握正确的语音语调，提高学生学习英语的兴趣，营造浓郁的学习氛围。

First-Year English Speaking Contest orients at first-year students, aiming to push students to acquire correct pronunciation and intonation of English, increase their interest in studying English and create a motivating environment for them to study.

“商英之星”英语综合技能大赛 **“Star of SEIB” English Proficiency Contest**

学院每年在二年级学生中举办该项学术赛事，旨在提高学生的商务英语综合知识和应用技能，为系统学习和掌握商科专业英语知识打好基础。

SEIB holds the Contest annually for second-year students, aiming to improve students' English proficiency so as to lay a solid foundation for their future study of Business English.

全国商务英语实践大赛 National Business English Practice Contest

该项学术赛事自 2000 年由我院创办至今已有 15 历史，2012 年被确定为全国高校专业学术赛事，首届大赛由我院承办。该赛事凸显“理论与实践相结合”以及“商为我专，英系我才”的特点，旨在培养学生英语交际能力、提高学生商务知识与实践技能相结合的素质，充分体现了我院国际化的办学特色和培养复合型商务精英人才的办学目标。该赛事先后获广东外语外贸大学“十大校园文化活动精品”之首、广东省校园文化建设优秀成果三等奖。

Started in 2000, this Contest has a history of 15 years. It was approved to be a national academic contest for all college students in 2012 and SEIB hosted the very first one. The Contest highlights “the combination of theory and practice” and “the integration of Business and English”, in compliance with the SEIB’s goals of education internationalization and training business talents with comprehensive educational background. It is ranked as Number 1 of the “Top Ten GDUFS Campus Cultural Activities” and is the reason for SEIB to win the third prize of the “Excellent Campus Cultural Events of Guangdong”.

涉外模拟庭审与口译大赛

Foreign-related Moot Court and Court Interpreting Contest

该赛事为学院四大品牌赛事之一，由我院联合广东省律协、广州市中级人民法院等单位共同举办，由本科生和研究生组队参加，旨在培养学生综合运用英语和法律知识的能力。

As one of the four brand contests of SEIB, it is hosted by SEIB in cooperation with Guangdong Lawyers Association and Guangzhou Intermediate Court, open to both undergraduates and postgraduates, intending to encouraging students to achieve proficiency in both English and Law.

社会服务 Social Service

学院秉承“崇尚奉献、追求卓越”的理念，组织学生参加亚运会、亚残运、世界大学生运动会、中国科协年会等大型国内外赛事与会议的志愿服务，每年组织学生深入企业、社区、农村进行社会调查、义教、扶困济弱等活动，使学生加深对国情、社情、民情的了解，还与省市十大博物馆合作常年派出学生义务讲解员支持爱国主义教育基地建设，促进学生全面成长成才。学院成立“党员志愿服务队”，形成了“基地化、品牌化、社会化”的志愿服务模式，

培育了具有商英特色的志愿服务品牌，通过志愿服务活动的开展，达到了鼓舞人、培养人、教育人的目的。

Valuing the spirit of dedication and pursuance of excellency, SEIB organized students to serve as volunteers such important sports games and conferences as Asian Games, Asian Para Games, the Universiade, and Annual Meeting of China Association for Science and Technology. Besides, SEIB makes great efforts to organize students to carry out social surveys, voluntary teaching and activities to help the poor and the disadvantaged in enterprises, communities, and countryside, so as to enhance their understanding of social realities and the general public. And, on the basis of its cooperation with ten museums, SEIB sends students there to work as volunteer guides on a regular basis. What's more, SEIB has set up a “CCP Volunteer Team”, which has build up its reputation in social services of unique characteristics. SEIB intends such voluntary social services for purposes of inspiration and education.



学院在积极鼓励学生参与社会工作的同时，也为企事业单位提供专门用途英语（ESP）的高级培训课程。我们的课程根据企事业单位的需要进行设置，这些课程帮助政府和各行业组织培养了发展所需的专门用途英语人才。典型的培训包括广州白云国际机场培训项目、广东省公安厅外管英语培训以及广东省卫生厅援外医疗队英语培训等等。学院的专门用途英语培训成为了学院的一张亮丽的名片，服务于广东省外向型经济、促进社会和谐、稳定与发展，

得到了市场和社会各界的充分肯定。

In addition to encouraging students' participation in social service, SEIB offers advanced ESP seminars to enterprises and institutions. Such seminars are designed to satisfy their needs and have trained ESP personnel for them. Trainees of those seminars include employees of Guangzhou Baiyun International Airport, police officers of Exit & Entrance Administration of Public Security Department of Guangdong, and doctors dispatched for overseas assistance by Health Department of Guangdong Province.

