《商务英语听力II》

课程单元教学设计

**（2018～2019学年第二学期）**

**课程名称： 商务英语听力II**

**所属系部： 商学院**

**制定人： 杜丽丽**

**制定时间： 2019年1月**

**日照职业技术学院**

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| **单元标题：** Interview | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第1次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** | **1周3月5日第1周3月7 日第2节** | **上课地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
| To improve the listening ability about interview | 1.To interpret the meanings of multiple-definition words.2.To comprehend basic expressions related to interview.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | **Warming-up exercises: meanings of words****Part I Warming-up Exercises: Meanings of Words***Objective：Interpreting the meanings of multiple-definition words**Some words always have the same meaning and function, while others have several possible meanings and functions. We call these words multiple-definition words.***A. For each group of words or phrases, you will hear a sentence containing the headword. Listen to each sentence twice and decide which of the 4 choices has the same meaning as the headword used in the sentence.**1 They pass notes in class. (C)2 The boss will never fire his private secretary. (B)3 It would take more than one day to finish the work. (D)4 When I last saw him, he was the picture of health. (C)5 It would not be easy for Peter to get out of the jam. (A)6 It soon became clear that he was more than just a business associate. (A)7 James taught her how to do these difficult problems. (B)8 Though president in name, he's unable to exercise any real power. (D)9 The case was under investigation. (B)10 The bedside light is not bright enough. (D)**B. For each group of the 3sentences with an italicized word, you will hear a sentence. Listen to each sentence twice and decide which is the sentence with the italicized word used in the same sense as in the sentence you hear from the tape.**1 Who's calling please? (B)2 The whistle blows at midnight. (C)3 The furniture needs a second coat. (C)4 She never passes without stopping to say hello. (A)5 Dogs may not be taken into public buses. (A)6 He plans to major in business management. (B)7 He was given an important place in the government. (A)8 Almost all our shoes are machine made now. (A)9 Except for his grey hair, he hasn't changed much. (B)10 He was drawing a picture on the office note-paper. (C) |
| **本次课使用的外语单词** |  Ignite， associate，major，pertinent，credentials，opening，resume, applicant, candidate, HR(Human Resources),employmet agency, counselor, psychological test, read up, strengths and weaknesses, objective, alleviate, attire, portfolio, sole proprietor，uninvited guests，anything missing，Rather large amount of cash，Open the safe，Combination，Got into the office ，Impossible to pick，Professionals，On their way |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/)蝙蝠英语学习网 http://[www.binvor.com](http://www.binvor.com/) 英语学习方法和资源 <http://www.hrexam.com/methods1.htm>旺旺英语学习网 http://[www.wwenglish.com](http://www.wwenglish.com/) |

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| **能力训练任务** | **Conversations****A. Listen to the following short conversations twice and fill in the blanks with the missing words.**1 Woman : I see from your application form you have worked as a salesman for two years. Why do you wish to change your Job now?Man : I found the job too dull.2 Man : How much salary do you expect?Woman : I'II leave that to you, sir.3 Man : Where are your previous places of employment?Woman : I have never had other jobs. This is my first time to look for a job.4 Man : What is your reason for leaving?Woman : Although my present Job is good for me, the salary is too low to support my family.5 Man : Betty, the IBM Company just called and asked me to go for an interview tomorrow, but I'm afraid to go. I don't have much work experience. I only have a diploma.Woman : Don't worry. You'll make it. I think.**B. Listen to the following short conversations once and choose the right answer to each question you hear on the tape.**1 Woman : You still have an hour to wait, so relax.Man : Relax? How can I when I'm so anxious about the Interview?Question : What does the man mean?2 Woman : How did your interview go? Man : I couldn't feel better about it! The questions were very fair, and I seemed to find an answer for all of them.Question: How did the man feel about the interview?3 Woman: Did you see Susan in the business office?Man : Yes, she was applying for a student loan.Question : What was Susan doing?4 Man : Did you get the Job you interviewed for?Woman : Yes, and I'm very excited about it. It pays much better than my old Job, and I think I'll like the people better, too.Question : Mow does she feel about the new job?5 Man : I'm here to see Mr. Brown. Here's my card.Woman : Mr. Chen? Uh, he is expecting you in Room 401. It's the firstoffice on the left.Question : Where is Mr. Brown?1 D 2 C 3 B 4 B 5 D**C. Listen to the following longer conversations twice and fill in the blanks with the missing words.**Interviewer : Excuse me. I wonder if you'd mind me asking you a few questions. I'm carrying out a survey about how people feel about their jobs, what they like, what they don't like----that sort of thing.Mary : Oh, all right.Interviewer :First of all, can I have your name?Mary : Yes, it's Mary Tomson.Interviewer :And what is your job, Miss Tomson?Mary : I'm a waitress at a restaurant.Interviewer : I see. And how many years have you been in it?Mary : Um— let me think now. I started about a year ago, yes, this time last year.Interviewer : And do you think you are well paid or badly paid for your job?Mary : Oh, the money's terrible, when you think how tiring the work is. It's only with tips and free meals that I manage to get by.Interviewer : How many hours do you work a week?Mary : Well, on average, I'd say I worked about 50 hours a week.Interviewer : Do you do overtime?Mary :Sometimes.Interviewer : Do you enjoy your work most of the time?Mary : I did at first. But after a few weeks I soon got bored and now I hardly ever enjoy myself at work. By the time I get home after work. I'm usually too tired to do anything except sleep.**D. Listen to the following longer conversation twice and choose the right answer to each question you hear.**A : Good afternoon. I'm Mr. Jones, the President of Special Electronics.B : Pleased to meet you, sir. My name is Charles Goodman.A : Have a seat. Why don't you begin by telling me a little about yourself? Andplease don't be nervous.B ; What do you want to know?A : The usual things, such as something about your background and experienceand anything else you feel is pertinent.B : Well, I was born and raised in New York. I graduated from Bronx Science High School in 1995. This coming May. I will be getting my Bachelor of Science degree in mechanical engineering from Columbia University.A : Do you have any working experience?B : Yes, I worked for three years at a small firm.A : I see. Why don't you have your credentials sent to me as soon as you can?You'll probably hear from us in about a week.1 Who are the speakers? (C)2 When will the student graduate from the university? (A)3 Where did the student have his working experience? (B)4 How long did he work there? (D)5 When will the student know whether he gets the job or not? (D)**E. Listen to the following longer conversation twice and answer the questions you hear on the tape.**A ; Please sit down. You're Mr. Brown, is that right?B : Right.A : You're looking for a Job?B : Yes, I am. I'll graduate from college next June. I'm majoring in accounting.A ; Have you ever done any work in this field?B : No. I did some practice work in class though.A : Do you have copies of your letters of recommendation with you?B :Yes. One is from Dr. Smith and one from Mr. Taylor.A : What kind of salary are you hoping to get? Here you would start at $10,000 for the first year — a kind of training period. After that your raises would depend on how well you worked.B : That sounds fair enough. What about other benefits, things like vacation?A : Those are all explained in this pamphlet.B : What do you think the chances are that I'll get a Job?A : We'll be hiring two people. After Mr. Williams looks over the application he'll make the final decision.B : I sure hope that I can work here.A : You'll hear from us sometime next month. Good luck and thanks for coming in today.1 What does Mr. Brown do? (He is a student.)2 When will he graduate? (Next June.)3 What is his major? (Accounting.)4 What is the starting salary for the job? ( $10,000.)5 How many people does the company want? (Two.)6 When will Mr. Brown know whether he gets the job or not? (Next month.) |
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| **能力训练任务** | **A. Listen to the passage twice and fill in the blanks with the words you hear on the tape.**There are one or two reasons why you will be interviewed: first, because the person you are going to talk to has to see you (out of friendship or duty); or second, because your preliminary contact has given the employer the idea that you have some of the qualifications he is seeking or is interested in. In either case, however, many of the same characteristics will be observed or looked for. Appearance is the first impression, but whether you know it or not, you be rated on such other points as personality, mental ability, vocabulary, sense of humor, good judgment, imagination, technical ability, leadership, flexibility and honesty. Remember when you enter the door and before you say a word, you start creating an Impression. The receptionist may pass on the information that "he's nice-looking," or "he's chewing gum." or some other comment that can help or hinder. In many cases she plays a definite part in the executive recruiting of the firm. If she is pleasant to you, it is usually because part of her job is to be that way to all visitors, not because of any outstanding impression you have made on her. Also, do not overlook the fact that other employees or executives will be walking through the reception room. Avoid expressing irritation at delays or taking up the receptionist's time with a little story you heard last night. Some receptionists have other duties besides receiving visitors.**B. Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.**When people go to employment agencies, they will tell the Interviewer what skills they have, what kind of job they are looking for, what kind of salary they would like, and, frequently, what kind of company or institute they want to work for. The purpose of the agency is to find the right job for the person.Employment counselors are different from employment agencies. A person who goes to a job counselor is usually unhappy with what he is doing, but does not really know what else to do. A counselor tries to find out what he would Iike and what his talents are, and then tries to find a field he would be successful in. To do this, some counselors give a number of psychological tests to find out what he can do well and what he likes to do. After this, the counselor may refer him to people in the new field. Me will have appointments with those people who can talk to him about their jobs. Then he can decide if he wants to try to find employment in this new field. Very often the contacts he has made with the people he meets in the appointment will lead to a job offer.1 F 2 T 3 F 4 T 5 T 6 F**C. Listen to the passage twice and answer the following questions according to the information you get from the tape.**Congratulations! The company you want to work for wants to interview you. That means they are interested in hiring you! But the job isn't yours, yet. The company will be interviewing several people. You'll need to convince them that you are the right person for the Job. And the first step toward convincing them is being prepared. Getting ready for the interview starts before you walk in the door. Don't get nervous. Get busy! Here's how to prepare:To learn as much as you can about the company. Go to the library and read up on the company. When you answer questions, try to work in some of the information you've learned. Then the interviewer will notice that you are well prepared.To plan answers to common questions. Prepare answers for questions like ”What can you offer our company?" or "What are your strengths and weaknesses?" Then you can answer your Interviewer's questions with more confidence.To practice. Sit down and practice with a friend who has Interview experience. Act as if you're in a real interview. Dress up. Take notes. Try videotaping yourself. Remember, experience is the best teacher.1 It means that they are interested in hiring you.2 You'll need to convince them that you are the right person for the job.3 Getting prepared.4 Go to the library and read up on the company. 5 The reason is that you can answer your interviewer's questions with more confidence.6 A friend who has interview experience.**D. Listen to the passage twice and choose the right answer to each question you hear on the tape.**With your objective dearly in mind and the proper written record of your background, you are now ready for the interview.Appearance gives the first impression, so be on time and look clean and neat and wear business-like clothes. Men should wear suits and women should wear a nice skirt or dress — one that's not too short. Remember that the minute you walk in the door and before you say a word, you start creating an impression. 5mile at your interviewer to show you are glad to be talking with him or her. When you first meet, look your interviewer in the eye. Give him or her a firm handshake. And speak clearly so your interviewer can hear you.If your interview is delayed, don't show your irritation. It is best to pick up a magazine -- or still better, some literature that will add to your knowledge of the company — and read quietly until your interviewer can see you. Be gracious when he apologizes for the time you waited.Don't take more of the interviewer's time than he is apparently willing to give. Close the interview, or rather allow him to do it, while he is still Interested in you and your problems. Don't bore or annoy him by keeping him from his other work.Many job seekers are polite enough to drop their interviewer a note a day or two after they have been seen. I would suggest going one step further, where possible, and making a second call on the interviewer about a week later. This procedure ties your name and face together in the interviewer's mind. Limit the call to five minutes, and don't make the call on Monday morning, Friday afternoon, or late in the day. Think of the other fellow.1 What gives the first impression in interviewing? (B)2 What should be avoided when you go for an interview? (A)3 In what way should you speak to your interviewer? (A)4 What should you do if your interview is delayed? (C)5 When is it better for the job seeker to make a second call on the interviewer? (D)6 How long does the second call usually take? (B) |
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| **能力训练任务** | **Part I Warming-up Exercises: diagram****Obejective: getting familiar with bar graphs**Please look at the graph .This is a bar graph showing the total value of export and import commodities of the capital of the country .The figures are in billion of dollars . Abbreviate billion ---bil .On the top line under billions of dollars write $400 billion .On the second line from the top write $350 billion.On the third from the top write $300 billion .Continue this column with a decreasing rate of $50 billion per line .The figure on the bottom line should be zero .Now , notice that the white part of each bar is for export commodities and the gray part of each bar is for import commodities .Listen very carefully to the direction and write down the figures .Look at the bar on the far left .Export commodities appear to be 115.77 billion .Write 115.77 billion on the write part of the bar .Import commodities appear to be 74.49 billion . Write 74.79 billion on the gray part of the bar.Next ,look at the bar on the far right .Export is 189.39 billion and import is 102.25 billion .Reading from top to bottom on the middle bar .we have the figures 100.40 billion and 147.24 billion .Also reading from top to bottom in the 2nd column from the left ,we have 90.25 billion and 132.28 billion .And in the 2nd column from the right top to bottom ,97.18 billion and 163.28 billion .Last ,the years reading from left to right ,are 1999,2000,2001,2002, and 2003 .http://dcs.rizhao.cn/2019/02/MTkwMjIyNzEwMjU3MDI.files/file0001.png1.What’ s the total value of import commodities in 2000? (USD 80.25 billion )2. What’ s the total value of export commodities in 2001? (USD 147.24 billion )3.What’ s the total value of import commodities from 1999 through 2003? (USD 464.87 billion )4.What’ s the total value of export commodities from 1999 through 2003? (USD 747.86 billion )  |
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| **能力训练任务** | Conversions**A** find / employment /opening /still /filled /touch /looking /stay /desk /secretarial /enough /knowledge  **B** 1. M: Good morning. I’m Jack, Jack Brown . My father asked me to come over and see you about a vacation job . W: Oh ,come in ,Jack .I haven’t seen you for ages .Q: What does the men want?2. W: Wasn’t Ben hired for the job he wanted? M: No. And he just can not seem to get over the disappointment. Q: What is the men saying about Ben?3. M: Have you any vacancies for full-time waiters? W: No, but we need a weekend barman. Q: What job can the man have?4. M: Have you found a summer job yet? W: No. I am going to have to step up my efforts. Q: What is the man planning to do?5. M: Laura is getting a part-time job this week. W: Should not she concentrate on doing her schoolwork instead? Q: What does the woman suggest?**1.A 2.B 3.B 4.A 5.C**CM: So did you decide to take that new job , Pamela ?W: Well, I thought about it ,then I decided it was better to stay where I am . The manager’s just offered longer .M: How long have you been working there ?W: Three years. I am really bored. How’s your job going ,Tom ?M: Well, you know what ? I am a tourist guide now .W: You were a primary school teacher .M: Yes, I did the training . And I do speak some languages, which they like very much.W: I enjoy it very much .I have been to almost al the beautiful places of this country ,but I do find it exhausting.**1.T 2.T 3.F 4.F 5.T 6.F****D**Interested in / an advertisement/ part-timers/ in the past / door-to-door /quit /moved to/well qualified /know my salary /start at /$850 /depend on /on sales /fringe benefits **E**W: Could I talk to manager, please?M: Yes, I am the manager here.W: I understand you have an opening for a secretarial position .M: Yes. Who referred you to this company ?W: I saw your newspaper ad in the L. A. Times .M: Have you worked anywhere else ?W: Yes .I worked for two years at an engineering consulting firm. I can operate a personal computer ,too.M: Can you furnish a letter of recommendation from them ?W: Sure. I can .M: Do you have a resume with you ?W: Yes, here it is .1. Who is the man speaker ?( He is the manager.)2.What kind of job is available in this company ?(A Secretarial position .) **3**.How did the woman know about it ?( She read the company’s ad on a newspaper.)4.Do you think the woman has any working experience ?How do you know? (Yes, She said she worked for two years at an engineering consulting firm.) |
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| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社 |

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| **单元标题：** Work | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第6次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about work. | 1.To get familiar with bar graphs..2.To comprehend basic expressions related to work.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | **Part III A**Changing/ appeal/ idea/ reason/ move/ routine/ that/ decide/ import/ narrow/ few/ completely/ involves/ guarantee/ situations/ Nor/help/ problems/ programs / difficulties BWorking in a pleasant atmosphere , occupying the right post –in short , finding the right job – is an important part , perhaps the most important , of every man’s life . Job hunting is the hardest of all types of work , and it can be the most interesting . An orderly , planned approach is essential .The first thing to do in seeking a position is to determine exactly what you want to do – not in terms of some vague objective , Such as “I want to become a member of the management group,” but with a definite and immediate goal . Though you have quite a few jobs ,there must be one that you have enjoyed and have done well. So you should be able to pick out the type of work you can do best .Then take out a piece of paper and list your strengths and weaknesses while evaluating past performance honestly . A judgment of this sort might be profitable discussed with a friend to obtain a fresh , objective viewpoint on what you should try to do.The second is to find the target. Draw a circle around the locality desired, or pick all the companies in the type of industry you wish to join –in fact , use every means at your disposal to find the target at which you are going to shoot . Once those companies are selected ,let them know of your availability .This should be done ,where possible ,through a personal contact or by letter to the head of the firm or department where you think you are most likely to fit.You can enclose a resume ,but at this stage of the game a provocative letter alone may be better, since resume can be tailored for the particular opening.**T /F/F/T/T/F**  **C**The resume is extremely important for a job seeker. It is nearly always an essential in securing a position . Interviews, however long, are necessarily limited by the interview’s time. Management likes to have the facts on paper to read at leisure. Resume are generally either functional or chronological. Functional resume , after giving personal data (age , education , marital status), relate what duties have been performed in what fields and do not usually dwell on employers’ names and dates. Such resume can be helpful in adding to a chronological resume. The chronological resume is more common .It should be concise , again giving personal data, and should list in reverse chronological order the names of past employers and dates of employment, together with a short summary of the responsibilities involved .It is often worthwhile to prepare several different resume stressing different aspects of your background or aptitudes . Be honest . Confine your resume to two typewritten pages or less .Be assured.Don’t dress up your resume to look as if it belonged in a rare-book collection , nor make it so “different” that it automatically labels you an odd person. List references, but ask that they not be contacted without your permission.1.An essential in securing a position .2.Functional and chronological.3.The chronological resume .4.Personal data, the names of past employers and dates of employment, together with a short summary of the responsibilities involved.5.Two typewritten pages or less.   **D**In a modern society work is very important. It is regarded as the primary human activity. For most of us work is the most important means of survival .As the Chinese saying goes, he who does not work ,neither shall he eat .A person’s standard of living and his or her place in society mainly depends on what kind of job he or she does .However, that does not mean we should do any job that is given to us so long as we are paid for what we do.The ideal situation is that we do the kind of job that we know is worth doing and that also gives us lots of satisfaction .We used to do the job we were assigned. We were asked to put the needs of society first and individual needs second. Now we are trying to combine both so that most people will get the job they want . Nowadays if you are not happy in your work , you are allowed to change jobs. There are regular job fairs or labor markrts where people usually go to look for jobs.It used to be quite an embarrassing thing in China for a person to be dismissed by his or her employer. But things account for the changing of jobs . Some people are not satisfied with the situation in their work units; some are attracted by the higher income of self-employed workers and those who work for foreign interest-involved businesses.The frequent change of jobs among employees represents a challenge to the years-old job allocation system in China ,revealing the fact that people have begun to pay attention to their personal values and have a sense of competition .The flow of personnel in the form of quitting old jobs to find new ones cannot be stopped by mere administrative means . Such a flow is inevitable in the development of a commodity economy. **B/A/B/C/D** |
| **本次课使用的外语单词** |  increase, go up, rise up, grow up, jump up, surge, shoot up, keep an upward tendency，decrease, go down, decline, fall down, drop, sink, dip, keep a downward tendency，fluctuate，remain the same, stabilize, remain stable, remain constant ，decrease, decline, fall, reduction, drop， increase, rise, growth, jump, surge ，slight, slow, gradual, steady, rapid, moderate, significant, sharp, dramatic, drastic |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/) |

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| **单元标题：** Occupation | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第7次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about occupation. | 1.To get familiar with pie graphs..2.To comprehend basic expressions related to occupation.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | **Warming-up exercises: meanings of words****Part I Warming-up Exercises: Meanings of Words***Objective：Interpreting the meanings of multiple-definition words**Some words always have the same meaning and function, while others have several possible meanings and functions. We call these words multiple-definition words.***For each group of words or phrases, you will hear a sentence containing the headword. Listen to each sentence twice and decide which of the 4 choices has the same meaning as the headword used in the sentence.** **Warming-up Exercises: diagram (pie chart / graph)**Composition of countries and Regions Investing in the CityObejective: getting familiar with pie graphs Occupation n.职业, 占有 an army of occupation 占领军 Composition 构成 组成 Estate 财产，产业 Real estate 不动产 |
| **本次课使用的外语单词** | VP(Vice President) FVP(First Vice President) AVP(Assistant Vice President) Master of Business Administration Marketing and Sales Vice-President of Sales Senior Customer Manager Sales Manager Regional Sales Manager Merchandising Manager Sales Assistant Wholesale Buyer Tele-Interviewer Real Estate Appraiser Marketing Consultant Marketing and Sales Director Manufacturer\'s Representative Director of Subsidiary Rights Sales Representative Assistant Customer Executive Marketing Intern Marketing Director Insurance Agent Customer Manager Vice-President of Marketing Regional Customer Advertising Manager Travel Agent Salesperson Telemarketer Sales Executive Marketing Assistant Retail Buyer Real Estate Manager |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/)蝙蝠英语学习网 http://[www.binvor.com](http://www.binvor.com/) 英语学习方法和资源 <http://www.hrexam.com/methods1.htm>旺旺英语学习网 http://[www.wwenglish.com](http://www.wwenglish.com/) |

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| **单元标题：** Occupation | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第8次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about occupation. | 1.To get familiar with pie graphs..2.To comprehend basic expressions related to occupation.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | Part IIAA: book promising differences1.hospital business graduated2.new financial accounts3.sure daytime promotion on off4.term firedBM: What does your friend do for a living? W: He’s a lawyer. Q: What does the woman’s friend do?2. M: Mrs. Carson, I also want to know if you have any experience of teaching? W: Actually, I’ve been teaching history for five years. Q: What’s the woman’s job?3. W: What kind of work did the man do? M: I used to be a warehouse clerk. Q: What kind of work did the man do? 4. M: How much experience do you have as a typist? W: Typing is my profession. I have also learned shorthand but have no experience.  Q: What does the woman mean?5. W: I hear that your son’s working part- time at the department store. M: Yes. He works Monday, Wednesday, and Friday from 3 to 7 and all day Saturday.Q: Which days doesn’t the man’s son work?C1. many cars2. a big sale 3. great deals4. you’re driving5. old friends6. How’s your job going 7. enjoy working 8. one for meDJohn: And how are things going at the band these days, Liza?Liza: Oh, didn’t I tell you I’ m working for Sayer’s now?John: I guess they found out about all that money you lost.Liza: It was a pretty awful job actually. Boring! But it’s great at Sayer’s. I’m in the Personnel Department. What about you, John?John: I’ve just started work for Manders.I’m in the Sales Department. Liza: What do you do there?John: Oh, I’m On the market research side. And you?Liza : Well, Mr. Field’s personal assistant. He’s the director.John : That’s interesting.What is Liza’s present job? BWhy did she quit her previous job? CWhere is the man working now? BWhat is Liza now? BEM: Hi, Mary, Haven’t seen you for a while. Where do you work now?W: I work at McDonald’s. I’m the assistant manager. But I want to get a different job. My major is accounting so I want a job where I have more  responsibility for money.M: My father’s company will need some people to work for the summer. Some of them might be able to keep their job permanently.(不变的)W: What kind of company does he work for?M: He’s the personnel manager of Jackson and Sons. It’s a construction company.W: That sounds interesting. Do you know what kind of jobs they have?M: Well, I don’t know for sure. But he said they need twenty-five or thirty new people . They plan to hire them in June. They’ll work until the end of August or the beginning of September. W: I’d better check pretty soon. If I get a job there I’ll have to stop working at McDonald’s in May.M: I’ll tell my father that you’re interested in working for his company. Then you can call him and make an appointment to talk with him about it. I’ll tell him tomorrow.W: Good, then I’ll call him the day after tomorrow. Thanks a lot, Vince.Where does Mary work? How many people will the construction company need? When will Jackson and Sons hire new works? When will Vince tell his father about Mary? B d c c |
| **本次课使用的外语单词** | VP(Vice President) FVP(First Vice President) AVP(Assistant Vice President) Master of Business Administration Marketing and Sales Vice-President of Sales Senior Customer Manager Sales Manager Regional Sales Manager Merchandising Manager Sales Assistant Wholesale Buyer Tele-Interviewer Real Estate Appraiser Marketing Consultant Marketing and Sales Director Manufacturer\'s Representative Director of Subsidiary Rights Sales Representative Assistant Customer Executive Marketing Intern Marketing Director Insurance Agent Customer Manager Vice-President of Marketing Regional Customer Advertising Manager Travel Agent Salesperson Telemarketer Sales Executive Marketing Assistant Retail Buyer Real Estate Manager |
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| **单元标题：** Occupation | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第9次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about occupation. | 1.To get familiar with pie graphs..2.To comprehend basic expressions related to occupation.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | **Part III Passages A**1. engineers 2. company 3. want 4. problems 5. experts 6. financial7. that 8. banking 9. sure 10. support 11. consists 12. range13. fairly 14. tends 15. seem 16. developed 17. large 18. writing19. because 20. accounts 21. generallyBWhat would every man consciously or unconsciously like to find in his secretary? Loyalty is the first requirement. If a man can’t trust his secretary, whom can he trust? No relationship in business involves a higher degree of trust and responsibility between two persons than the secretary-boss team. Next, conscience（是非之心，良心）. Secretaries are seldom paid what they deserve or what they are worth, though conditions are improving. Consequently, there is little except her conscience to insure that long hours are kept when necessary, things are done properly, and no loose ends are left untied.Next we come to initiative(主动性). A secretary should be able to act for her boss in his absence in many of the fields in which he operates. Again, most executives（主管） at some time or other become overworked or non-objective and may miss obvious courses of action. A secretary should not permit her boss to make obvious mistakes. On the other hand, he should be consulted before a major action is taken. In fact, true initiative （主动）is the ability to know when to act on your own and when to consult.Ability to write. Every secretary should at least be capable of handling routine correspondence通信 for her boss and avoiding mistakes in English and in spelling. It is preferable, of course, if she has a real ability to write ---to do reports and summaries and take good minutes of involved meetings. Well-educated women often have considerable talent in this direction, and whatever talent there is, it should be used to the full. Of course, there are some other traits特点 to be preferred, such as tact(机智) and charm, good dress sense and presentation, psychological insights, and a good educational background. 1.What is the first requirement of a secretary? B2.What does a conscientious secretary do ? A3.What is true initiative for a secretary? B4. What ability is preferable for an ideal secretary? D5. Which is NOT the quality for a secretary? CCThe men and women who do all the office work are called white-collar workers. Secretaries and receptionists招待员, typists and bank tellers出纳员, bookkeepers会计员 and computer operators work for many different kinds of companies. There are big banks that do business all over the world and little banks that serve a single neighborhood or small town. The big insurance and industrial companies employ thousands of people who work in huge skyscrapers摩天大楼, while around the corner an employment agency or a manufacturer’s representative代表 may have a staff of only half a dozen typists and bookkeepers(会计员).Many office workers dream of working their way up to the top from messenger to president of the corporation. The way lies through middle management positions. Middle management includes junior executives主管, who may fill specialized jobs, supervise other workers, recommend action to top management, or see (确定,保证) that the company’s policies are being carried out. At the very top are the senior executives. They establish the policies for their companies, especially those that involve financial matters. The top managers of the large corporations have a great deal of power and influence.Middle management includes junior executives主管, who may fill specialized jobs, supervise other workers, recommend action to top management, or see (确定,保证) that the company’s policies are being carried out. At the very top are the senior executives. They establish the policies for their companies, especially those that involve financial matters. The top managers of the large corporations have a great deal of power and influence.It is still possible to start out at the bottom and go all the way to the top. Because the financial operation of business is so important, some accountants become top executives. In companies where technology is important, people with an engineering background can also rise to the top.  Nowadays, however, education plays a central part in the selection of men and women for management jobs. Many US universities offer courses in business administration管理.the graduates of these courses often start out in middle management jobs. From there, they an easily get promoted if they show the necessary personality and ability.Keys: 1. T 2. F 3. T 4. F 5. T 6. TDSecretaries who receive visitors are called receptionists. There are various kinds of receptionists, however. In a small firm, the receptionist may have to receive visitors, do some typewriting and clerical work, and operate the switchboard接总机 as well. A doctor’s receptionist may have additional duties. In a large firm, in the other hand, a receptionist normally does nothing apart from receiving visitors and making appointments and travel arrangements There are different tasks and procedures involved in receiving visitors with an appointment and without an appointment. Receptionists should be notified by executives or their secretaries of all the appointments which have been made each day. This should be done in advance or at the beginning of each day. Executives should report their movements (for example, going to see an important client, going to lunch) to a receptionist throughout the day.If the receptionist has this information, she can receive and talk to visitors without any hesitancy迟疑when they arrive, and there will be no appearance of inefficiency.  Conversations between receptionists and visitors can take many forms, but there are some greetings, requests(请求), explanations, suggestions, and apologies which are very widely used.1. Secretaries who receive visitors are called receptionists.2. In a large firm, a receptionist normally does nothing except receiving visitors and making appointments and travel arrangements.3. Executives or their secretaries should inform receptionist of all the appointments which have been made in advance or at the beginning of each day.4. Executives should report their movements to a receptionist throughout the day so that the reception work could be done more efficiently.5. There are some greetings, requests, explanations, suggestions, and apologies widely used between receptionists and visitors.**Homework** |
| **本次课使用的外语单词** | VP(Vice President) FVP(First Vice President) AVP(Assistant Vice President) Master of Business Administration Marketing and Sales Vice-President of Sales Senior Customer Manager Sales Manager Regional Sales Manager Merchandising Manager Sales Assistant Wholesale Buyer Tele-Interviewer Real Estate Appraiser Marketing Consultant Marketing and Sales Director Manufacturer\'s Representative Director of Subsidiary Rights Sales Representative Assistant Customer Executive Marketing Intern Marketing Director Insurance Agent Customer Manager Vice-President of Marketing Regional Customer Advertising Manager Travel Agent Salesperson Telemarketer Sales Executive Marketing Assistant Retail Buyer Real Estate Manager |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/)蝙蝠英语学习网 http://[www.binvor.com](http://www.binvor.com/) 英语学习方法和资源 <http://www.hrexam.com/methods1.htm> |

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| **单元标题：** Experience | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第10次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about experience. | To get familiar with solar time， standard time and negation.To comprehend basic expressions related to experience.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | **Warming-up exercises: meanings of words**A.For each group of words or phrases, you will hear a sentence containing the headword. Listen to each sentence twice and decide which of the 4 choices has the same meaning as headword used in the sentence.B.For each group of the 3 sentences with an italicized word, you will hear a sentence. Listen to each sentence twice and decide which is the sentence with the italicized word used in the same sense as in the sentence you hear from the tape.Look at the map. Notice the International Date Line and the Greenwich Meridian. The Greenwich Meridian is at zero degrees longitude. All the countries while lie within the 180 degrees to the East are called East of Greenwich and all the countries which lie in the 180 degrees to the West are called West of Greenwich. Greenwich is important because it acts as a starting point or base for standard time throughout the world. The words “Greenwich Mean Time” refer to the standard time at this geographical location just outside London, England. The twelve cities below the map represent twelve of the twenty-four time zones of the world. Look at New York. New York lies at 73 degrees and 58 minutes West of the Greenwich Meridian. The time is 1:00 p.m. notice the abbreviations for degrees, minutes, West and p.m.Now follow this example for each of the other cities. Write the longitudes and the times. Begin at the top of the list. Nearly half way around the world from New York on the opposite side of the earth is Beijing, China. Its longitude is 116 degrees and 25 minutes East of Greenwich and the time is 1:00 a.m. |
| **本次课使用的外语单词** | shale gas，petroleum, oil，natural gas，coal gas，methane， solar energy, solar power，wind energy, wind power，hydroenergy, hydraulic energy, hydraulic power，tidal energy，bioenergy, biologic energy，Alias，native place，birth place，province ，autonomous region ，prefecture ，county ，nationality ，citizenship，current address ，present address，permanent address ，postal code ，home phone ，male，female，height ，weight ，marital status ， family status ， married ，single/unmarried， divorced ， separated ， number of children ，lane ，district ，house number ，short-sighted ， far-sighted ，color-blind， ID card No.，date of availability ，available ， membership ，education， educational background ， educational history ， curriculum ， major ， minor，educational highlights ，curriculum included ， specialized courses ，courses taken ， courses completed ， special training ， social practice ， part-time jobs ， summer jobs ， vacation jobs ， refresher course ， extracurricular activities ，physical activities ， recreational activities ， academic activities |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/)蝙蝠英语学习网 http://[www.binvor.com](http://www.binvor.com/) 英语学习方法和资源 <http://www.hrexam.com/methods1.htm>旺旺英语学习网 http://[www.wwenglish.com](http://www.wwenglish.com/) |

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| **单元标题：** Experience | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第11次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
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| **能力训练任务** | **Conversations**Part 2 DH: John, the maid just gave me this little locket. She found it under the bed in suite 502. The occupants have checked out.C: That’s a pity. Let’s see who occupied that suite. Oh yes, the Browns and their three children. They left about an hour ago, I believe. Here is a picture of a little girl. Yes, that is the Browns’ daughter.B: Hello, is that the information desk?C: Yes, it is, sir. What can I do for you?B: This is Mr. J.R. Brown. I just checked out of suite 502.C: Yes, Mr. Brown. Good morning. How are you this morning？B: I don’t feel very well myself. I’ve caught a cold. But my little girl feels worse than I do. She has lost her locket. I wonder if she left it in her room. Perhaps she dropped it someplace in the hotel.C: Mr. Brown, your little girl is lucky. A locket was found by the maid and was given to me just now. I’m sure it is the one your daughter lost. It has her picture inside.B: Oh good. Mary will be very happy. It was given to her on her last birthday. How can we get it? They are announcing our flight now.C: We have your home address, Mr. Brown. We’ll send it to you today.B: That’s very kind of you. I’ll tell my friends about your hotel. We have had very good service. We will always remember what you have done. Let me know the postal charges, and I’ll send you a check.C: Don’t worry about that, Mr.Brown. We’re glad to do that for you. The locket will be taken to the post office today and sent registered mail to you. Have a nice trip home.B: Thanks a lot. We won’t forget your courtesy. Good-bye.ESection EMr. Wilson: Good morning. My name is John Wilson. I was told at my hotel that my briefcase has been found and handed in here. Officer: Yes. May I have your I.D., please?Mr. Wilson: I have my passport. Is that all right?Officer: That’s all right.Mr. Wilson: Thank you.Officer: Yes, you are Mr. Wilson.Mr. Wilson: Thank you. Officer: I think your suitcase was left in a taxi.Mr. Wilson: I left it in a taxi?Officer: Yes.Mr. Wilson: Tut! Oh!Officer: Could you tell me the contents of the briefcase?Mr. Wilson: Let’s see. Some leather samples, some paper with the Pacific Leather Company letter-heading, and a check book.Officer: Yes. I think the briefcase belongs to you.Mr. Wilson: Thank you. Can I just check the contents?Officer: Yes, of course.Mr. Wilson: Thank you.Officer: Are you happy with the contents?Mr. Wilson: I think so. Yes, fine. Everything’s here. Is there any way I could reward the taxi driver?Officer: Yes. I can give you the name and address of the taxi driver. Here it is.Mr. Wilson: Thank you very much. That’s fine.Officer: Before you leave, may I have your signature here?Mr. Wilson: Certainly. Why did Mr. Wilson go to the police station? AWhere did he leave his briefcase? CWhat were the contents of the briefcase? BWho found the briefcase? DWhy did Mr. Wilson want to know the driver’s address? B |
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| **单元标题：** Experience | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第12次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
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| **能力训练任务** | George worked as a clerk in a business company and had a good salary, but his biggest wish was to start a business on his own. Quitting his job, he and his friend decided to open a restaurant. They made all kinds of plans but things turned to be very complicated. First, they had to negotiate with several banks to get a loan. The bank executive at National Bank refused to give them any money no matter how much they argued that they could pay it back. However, they got enough money at last, and then they had to find a small building to buy or rent.Having got the loans and the building, they hired a company to modernize the inside of the building. They described how they wanted the restaurant to look, and after all the contracts were signed, the man began the laborious job of putting in new walls, floors, and windows. Before the men finished, however, the executive of the company wanted to increase the cost. George told him that they could not argue because they had already negotiated a contract. The men completed the job as planned. After the building was finished, furniture, plates, and other restaurant items should be bought. To save money, they bought tables and chairs from the manufacturer instead of from a store. Then a staff of experienced waiters and waitresses and several expert cooks were to be employed. Because they offered good salaries, it was not difficult to find the kind of staff they wanted. Before starting business, they carefully described to the staff how the restaurant was going to work. Each member of the staff was going to have certain responsibilities. George would be the executive responsible for business, that is, taking care of bank account, paying bills and salaries, etc. His friend would manage the preparation of food and the staff. When the restaurant finally opened, business was slow, and a lack of money put stress on both of them. They put some advertisements in the newspaper and on the radio. These helped to increase their business, and now everything is fine; in fact, their restaurant has become one of the most popular in the city. George and his friend see this restaurant as their biggest accomplishment.B:One day in 1965, when I was a librarian at View Ridge School in Seattle, a fourth-grade teacher approached me. She had a student who finished his work before all the others and needed a challenge. “Could you help in the library?” she asked. I said, “send him along.”A sandy-haired boy in jeans an a T-shirt appeared. “ Do you have a job for me?” he asked.I told him about Dewey Decimal System for shelving books. He picked up the idea immediately. Then I show him a stack of cards for long-overdue books that I was beginning to think had actually been returned but were misshelved with the wrong cards in them. He said, “Is it kind of a detective job?” I answered yes, and he became an unrelenting detective.He had found three books with wrong cards by the time his teacher opened the door and announced, “Time for break!” He argued for finishing the finding job; she insisted on going out for fresh air. She won.The next morning, he arrived early. “I want to finish these books,” he said. At the end of the day, when he asked to be a librarian on a regular basis, it was easy to say yes. He worked untiringly.After a few weeks I found a note on my desk, inviting me to dinner at the boy’s home. At the end of a pleasant evening, his mother announced that the family would be moving to adjoining school district. Her son’s first concern, she said, was living the View Ridge library. “Who will find the lost books?” he asked.When the time came, I said a reluctant good-bye. Though initially he had seemed an ordinary kid, his zeal had made him different from others.I missed him, but not for long. A few days later he popped in the door and joyfully announced:“The librarian over there doesn’t let boys work in the library. My mother got me transferred back to View Ridge. My dad will drop me off on his way to work. And if he can’t, I’ll walk!” I should have forgotten a hint that such focused determination would take that young man wherever he wanted to go. What I could not have guessed, however, was that he would become a wizard of the Information Age: Bill Gates, tycoon of Microsoft and America’s richest man.C:Vicky is a beautiful, talented and very bright young woman. All through school she made high grades, did well at sports and was much admired by boys. At college she was voted “Most Likely to Succeed”. After graduation she got a job as fashion consultant for a large specialty store. Within months she was chosen for a management training program and made assistant buyer. Vicky’s future looked bright. But after two years --- during which other assistant buyers moved up the ladder --- she still hadn’t been promoted.Vicky was puzzled but not discouraged. “The store must have something else in mind for me,” she decided. She was right. “I’m sorry,” the merchandising manager finally told her, “but you just aren’t working out the way we hoped. We’re going to let you go. ” Vicky left the office, went straight home to bed and stayed there for three weeks. She cried a lot, ate little and hardly slept. The girl most-likely-to-succeed had suffered a complete nervous breakdown.“It was panic,” Vicky told me later. “everything had always gone so well for me that I had no experience in coping with rejection. I didn’t ask whether maybe I’d chosen the wrong field; I just felt my life was over. I was a failure.” Vicky’s experience is an extreme example of a common phenomenon. In a society that places so much emphasis on “making it”, we come to believe the words of a famous football coach: “Winning is not the most important thing, it is the only thing.” We assume success is always good, failure always bad. We don’t ask “what kind of success? Achieved at what price?” And we fall to recognize that what looks like failure may, in the long run, prove beneficial. When Vicky was able to think coolly about why she was fired, for example, she realized she was simply not suited for a job that involved dealing with people at the time. In her new position as copy editor for a publishing firm, she works independently, is happy and once again “successful”.Officer: That’s all right.Mr. Wilson: Thank you.Officer: Yes, you are Mr. Wilson.Mr. Wilson: Thank you. Officer: I think your suitcase was left in a taxi.Mr. Wilson: I left it in a taxi?Officer: Yes.Mr. Wilson: Tut! Oh!Officer: Could you tell me the contents of the briefcase?Mr. Wilson: Let’s see. Some leather samples, some paper with the Pacific Leather Company letter-heading, and a check book.Officer: Yes. I think the briefcase belongs to you.Mr. Wilson: Thank you. Can I just check the contents?Officer: Yes, of course.Mr. Wilson: Thank you.Officer: Are you happy with the contents?Mr. Wilson: I think so. Yes, fine. Everything’s here. Is there any way I could reward the taxi driver?Officer: Yes. I can give you the name and address of the taxi driver. Here it is.Mr. Wilson: Thank you very much. That’s fine.Officer: Before you leave, may I have your signature here?Mr. Wilson: Certainly. Why did Mr. Wilson go to the police station? AWhere did he leave his briefcase? CWhat were the contents of the briefcase? BWho found the briefcase? DWhy did Mr. Wilson want to know the driver’s address? B |
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| **单元标题：** Office | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第13次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about office. | To understand sentences with comparison.To comprehend basic expressions related to office.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | **Warming-up exercises: meanings of words**1.No one ever listens to a word the boss says.2.I didn’t discourage Helen from doing her computer program.3.Mary never wakes up before her alarm goes off.4.I didn’t mean to cause you so much trouble.5.He didn’t remember to lock his door when he left.6.It’s impossible to find Charlie after 6 p.m.7.No one could keep him from speaking.8.Diana was too excited to sit quietly.9.That kind of problem isn’t completely unknown.10.Never have I heard such an unconvincing explanation!11.In no way do I blame you for what happened!12.She has hardly any friends.13.The tour was worth neither the time nor the money.14.Not many bosses are as nice to their secretaries as Mr. Martin is.15.Betty didn’t have to work overtime.16.This is the first and last time I go camping with Clark.17.They ran out of gas on the bridge.18.Students rarely miss one of Professor Blake’s lectures.19.What I don’t understand is how she got all the information.20.Never before have I heard the professor give such an interesting English lecture. |
| **本次课使用的外语单词** | Pigment Liner ， Marker，Water Color Pen ，Correction Tape，Tippex Liquid ，Pencil ，Cluth Pencil，Polymer Leads，Eraser ，Sharpener，Hard Cover Book ，Writing Pad A4，　Brown Envelope ，Bubble Envelope，Filing Paper Bag，Filing String ，Binding Rings，A4 Clear Book File ，Plastic Folder- A4, A4 ，　Paper File ，Box File，Document Tray ，Magazine Tray，Book Stand ，Caculator ，Electron for Calculator ，Rechargable Battery ，Hole Puncher- 2hole，　　Stapler ，Staples，Foldback Clip ，Paper clip ，Tag Needle 5"s (standard size) ，Paper Fastener ，Rubber Band ，Post-it Pop-up Note ，Label，　Name Badge 名　　Name card holder ，Self Adhesive Tape，Taper Dispenser/ tape ，Double Sided Adhesive Tape ，Double Sided Foam Tape ，Glue ，Super Glue 2g，Tagging Gun ，Scissors ，Cutter ，Measure Tape |
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| **在整体设计中的位置** | 第14次 |
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| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about office. | To understand sentences with comparison.To comprehend basic expressions related to office.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | Part II Section A:1. typing should 2. Following figure show3. through finds4. trouble suggestions5. chance prettySection B:1. M: Should I bring you a copy of this report next time we meet? W: By all means(无论如何). Q: What does the woman mean ? 2. W: Here’s this week’s schedule. On Monday, there’s the board meeting. Your speech at the Lion’s Club is on Tuesday. Then on Wednesday, you’re supposed to see the dentist. M: I’m glad I don’t have to travel to the business conference until next week. Q: What will the man do on Tuesday?3. M: My printer 打印机isn’t dark enough and the paper doesn’t look good.  W: Why not change the printer ribbon带and see if that helps. Q: What does the women advise the man to do?4. W: Oh, no. It’s six o’clock already and I still haven’t finished my work. M: Don’t worry. The clock is half an hour fast. You still have plenty of time to do it. Q: When does this conversation take place?5. M: Have you ever tried downloading programs from the Internet before? W: No, never. But I think if we carry out these instructions说明exactly. We won’t have any trouble. Q: What does the woman mean?Section C:1.The manger will be free 2.personally 3.rather busy 4.tomorrow 5.my asking 6.rather urgent 7.disturb 8.ring 9.find 10.kind of you 11.the least I can doPart D:Walt: You wanted me, Mr. Smith?Smith: Yes, I did. Sit down. Hw long have you been here, Walt?W: How long?S: That’s what I asked you.W: Three months. I came on the 1st of June.S: And I’ve watched your work very carefully since that day. Do you think you deserve a rise in salary?They deserve to be sent to prison. 他们应该入狱.\* much deserved praise 受之无愧的赞扬.  (idm 习语) deserve well/ill of sb  W: No. I’m afraid it’s not the time yet.S: Well, I do.W: You do?S: Certainly. You’ve worked very hard since the 1st of June. W: Oh, thank you. S: You’ll get some more money at the end of the week. Now, why not go home and tell your wife about it? I shan’t want you here for the rest of today.W: Yes, I will. I… Mr. Smith, thank you.1.How long has Mr. Walt worked in the company? (3 months)2.When did Mr. Walt come the the company? (the 1st of June)3.Why did the manager ask Mr. Walt to come to the office?(to tell him that he would get a rise in salary.)4.When would Mr. Walt get that salary? (at the end of the week.)5.Why did the manager ask Mr. Walt to go home after the talk?(to tell his wife about the good news.)Part E:W: When do people start work in American offices?M: Well, the official work day starts at 9:00 a.m. This should really mean 9 o’clock ---not ten past or half past nine.W: Would you say that people work very hard in offices in America?M: Well, I don’t know about employees in your country. But some nations have a philosophy哲学that your work when the “boss” is around. And any he’s not there, one can relax by reading the newspaper or whatever one likes doing in a personal way.W: And things are different in the States, you’re saying?M: Well, in America one is being paid for your time. So employees are expected to find other work if their own desks are clear, or to help someone else with his or her work. But you never sit idly懒惰地, or do nothing.idleadj.空闲的, 懒惰的, 停顿的, 无用的的vi.不做事, 游手好闲idle away time虚度光阴,idle fund闲置资金idle talkn.闲谈W: Yes, as the saying goes “Time is money.” M: Exactly. Your employer “owns” your time while he is paying you for it. That is precisely正好what “time is money” means. And anyway the boss doesn’t ask more of you than he is doing himself; he … he will probably work through lunch hour himself and even take work home at night.Precise1)精确的，正确的：a precise measurement; a precise instrument.精确的测量；精密仪器 2)明确的：严格区别于其他的：at that precise moment.就在那一时刻 3)清晰的，无误的：声音或意义清楚而正确的：precise pronunciation.正确的发音；1.When do people start work in American offices? 2.What is American employee’s philosophy?3.What do the American employees usually do?4.What does the boss usually do in American offices?addd  |
| **本次课使用的外语单词** | Pigment Liner ， Marker，Water Color Pen ，Correction Tape，Tippex Liquid ，Pencil ，Cluth Pencil，Polymer Leads，Eraser ，Sharpener，Hard Cover Book ，Writing Pad A4，　Brown Envelope ，Bubble Envelope，Filing Paper Bag，Filing String ，Binding Rings，A4 Clear Book File ，Plastic Folder- A4, A4 ，　Paper File ，Box File，Document Tray ，Magazine Tray，Book Stand ，Caculator ，Electron for Calculator ，Rechargable Battery ，Hole Puncher- 2hole，　　Stapler ，Staples，Foldback Clip ，Paper clip ，Tag Needle 5"s (standard size) ，Paper Fastener ，Rubber Band ，Post-it Pop-up Note ，Label，　Name Badge 名　　Name card holder ，Self Adhesive Tape，Taper Dispenser/ tape ，Double Sided Adhesive Tape ，Double Sided Foam Tape ，Glue ，Super Glue 2g，Tagging Gun ，Scissors ，Cutter ，Measure Tape |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/)蝙蝠英语学习网 http://[www.binvor.com](http://www.binvor.com/) 英语学习方法和资源 <http://www.hrexam.com/methods1.htm>旺旺英语学习网 http://[www.wwenglish.com](http://www.wwenglish.com/) |

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| **单元标题：** Advertisement | **单元教学学时** | 2 |
| **在整体设计中的位置** | 第15次 |
| **授课班级** | 18国际经济与贸易 | **上课****时间** |  | **上课****地点地滋楼C114** |  |
| **教学****目标** | **能力目标** | **知识目标** | **素质目标** |
|  To improve the listening ability about advertisement. | To understand sentences with concession..To comprehend basic expressions related to advertisement.  | 1. Improve team spirit and sustainability2. Improve the ability to deal with complex issues3. Improve the quality of professional ethics  |
| **能力训练任务** | Part I B1.We had more than enough time to get there.2.The factory is farther away than I thought.3.Ann prefers cold weather to hot weather.4.Aspirin is as good as anything for colds and flu.5.John studies harder than Bill but for some reason Bill gets better grades on the exams.6.Larry’s son doesn’t look like him at all.7.Mrs. Smith hasn’t traveled nearly as much as her husband has.8.Sam likes nothing better than to go fishing with the boys.9.Steve is older, but his brother is already taller than he is.10.I have never felt better than I do now.11.There is no difference between the twin girls except their height.12.Most people get fewer colds in the summer than in the winter.13.I’d rather do nothing than watch old movies on television.14.Mr. Black is a very successful salesman and often has more customers than he can handle.15.Fewer people came to the meeting than we had expected.16.This biography isn’t half as well written as the last one I read.17.No one knows more about the business than Polly.18.You got to do what’s the best for you.19.Nowhere could you expect to find a harder worker than Lucy.20.It took Mary twice as long as usual to drive to work today.Part II 1.M: Do you think we should put an ad in the newspaper for the lost bicycle?W: By all means.Q: What does the woman say about placing an ad in the newspaper?2.W: What is most important for advertising?M: The most important decision that a company has to make regarding advertising is where to advertise.Q: What does the man mean?3.W: Millions of dollars are spent each year on radio ads, but millions more are spent on television advertising. Do you know why?M: Yes. TV with sound, movement, and color, is the most dramatic, so the ads are easy to remember.Q: Why do people prefer TV advertising?4.W: In what newspaper or magazines does your company advertise?M: We send mails to potential customers. That’s more direct.Q: How does the man’s company advertise?5.M: Do you think the poster looks good here?W: Well, it’s better than a blank wall.Q: What does the woman say about the poster?Part2 BMass advertising has a major role in the strategy of large corporations. It is especially important to the makers of products that are basically similar regardless of who makes them --- soaps, cigarettes, beer, liquor and butter, for example. Blindfolded, you might not be able to tell one kind from another. So each company tries to get you to remember its product with a sexy model or a catchy jingle to persuade you that its brand really is superior.How much do ads contribute to the prices you pay? On average, about 3 cents of every dollar that business collects from the consumer goes for advertising.Newspaper gets the largest share of advertising budgets, about 30 percent. Television draws about 20 percent. Other big outlays: 14 percent for direct mail to individuals, 7 percent for radio and 5 percent for magazines. The rest goes for such things as farm publications, business papers, free samples and bus and train posters.Those figures mean that advertising pays for most of the programs people see on television, and it covers a major part of the cost of publishing newspapers and magazines. Without it, access to entertainment and information would be much more restricted.CA written advertisement or copy normally includes the headline, the body and the signature or the logo, and usually an illustration.The headline is the most important statement in an advertisement. As the very first thing to attract the eye of the reader, it must arouse the interest or curiosity of the reader targeted. Otherwise, the rest of the copy has little chance of being read.The body copy should be an extension of the headline, presenting explanation and evidence in support of the headline. The body copy is expected to give, in brief and explicit terms, the basic facts and figures about the product or service that the reader as a potential customer is likely to be interested in knowing. The body copy convinces, persuades and tells the reader how to respond or proceed. In the closing of the body, an ad usually prompts the sale. Such phrases may be used:Come and join us!Call us now!Your patronage is always welcome!The signature should remain constant and recognizable. You must also express your style of business. A signature block may be designed that tells who you are, where you are, how you can be reached and your business hours. Very often the logo of the business operation is used together with the signature or in place of the signature. D Advertising is a nonpersonal sales presentation usually directed at a large number of potential customers. It involves mass media such as newspapers, television, radio, magazines, and billboards. The tourism industry had come to realize the tremendous potential of this form of promotion, and during recent decades, advertising had become increasingly important in marketing.Advertising is part of the overall endeavor of tourist promotion, and is aimed at the following objectives --- to provide information, to increase demand, to differentiate products, to increase product worth, and to maintain current sales level.Regardless of the exact appeal chose, an advertisement should gain attention, arouse interest, inform and/or persuade, and eventually lead to buying action. An advertisement that fails to gain the receiver’s attention and then hold the person’s interest is ineffective. Information and persuasion is the second factor to consider when creating an advertisement.A good advertisement may take any form, but it must accomplish the following goals:First, to appeal to the potential customer. The appeal of an add is the special signification benefit the product will provide. There are different appeals to different groups of people. Therefore, it is imperative to select the right appeal.Second, to inform and motivate. An effective as should contain all the basic content the customer may want to know about the product or service. The copy should be able to induce interest, and an impulse toward the final buying action.Third, to be capable of instant understanding by the audience or receivers addressed. The advertisement should be clear and apparent to enable the reader to understand at a glance.Fourth, to be believable and impressive. No over-statements or excessive exaggeration should take place. Such practice will only be counter-effective. |
| **本次课使用的外语单词** | AA（Account Assistant），Action Plan，AD（Account Director），Add Value， Ads（Advertisement），Advertorial，Announcement，Annual Report，Attachment，Audience Awareness，Auto Industry， Awareness，Background Analysis， Background material，Benchmark，Boilerplate，Brand Communications Strategy，Brand Loyalty，Brand Management Commission，Brand Positioning， Brand Promotion，Branding Strategy，Code of Ethics，Communication Model，Communications Kit，Feature article，Financial Communications，Flyer，Human Resource Management，Implementation，Incentive Plan，Meeting Agenda，Meeting Minutes |
| **案例和****教学****材料** | **教学材料：**1、主要教材：本课程采用的主要教材是《新编商务英语听力》，由高等教育出版社出版。该教材在编写上由浅入深、由易到难，逐步提高学生听的能力。练习形式生动活泼，内容涉及商务活动的各个方面，使学生在听力训练的同时，了解商务流程。2、辅助教材:《体验商务英语听说教程》，李俊儒主编，高等教育出版社 《商务英语听力》，狄文霞主编，中国对外经济贸易大学出版社《Step by Step 英语听力入门2000》，张民伦主编，华东师范大学出版社 3、网络参考资料：普特英语听力论坛 http://[www.putclub.com](http://www.putclub.com/)蝙蝠英语学习网 http://[www.binvor.com](http://www.binvor.com/) 英语学习方法和资源 <http://www.hrexam.com/methods1.htm>旺旺英语学习网 http://[www.wwenglish.com](http://www.wwenglish.com/) |