日照职业技术学院课程整体设计方案

一、课程设计

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| 课程名称 | 商务英语视听说（下） | 课程类型 | 专业基础课 |
| 授课对象 | 2017级国际商务专业 | 学时学分 |  学时 4 学分 |
| 先修课程 | 商务英语听力 | 后修课程 |   |
| 课程目标 | 能力目标：提高学生的商务实战操作能力及与国外客户的沟通交往能力。知识目标：通过学习本门课程，掌握公司日常商务活动背景知识及国贸流程各环知识，熟练相关的英语表达方式。素质目标：培养听说读写综合素质及中西文化差异理念。 |
| 课程内容 | 序号 | 学习单元（学习情境或项目）名称 | 学时 |
| 1 | Trade Fairs  | 4 |
| 2 | A Factory Tour  | 4 |
| 3 | Making Enquires | 4 |
| 4 | Negotiating Prices | 6 |
| 5 | Placing an Order | 4 |
| 6 | Terms of Payment | 6 |
| 7 | Delivery | 4 |
| 8 | Complaints and Claims | 4 |
| 9 | Marketing | 6 |
| 10 | Advertising | 6 |

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| 教学材料 | 教材采用的是马龙海主编的《新视野商务英语视听说》，有配套的CD-ROM,包括相应的视频和音频，在多媒体教室进行授课。 |
| 教学组织形式 | 采用的是班级授课的组织形式，在学期初对学生们进行了分组，大组是六个成员，方便进行模拟训练，小组是两个成员，方便讨论和对话练习。  |
| 考核方案 | 采取过程性考核。学习态度占40%，包括出勤、课堂表现。作业和任务考核占60%，共四次作业，每次15分，作业以纸质形式或是视频形式呈现。 |
| 需要说明的其他问题 | 学情分析：本课程的讲授对象是国际商务专业大二的学生，第一学年开设的听力和口语课程作为铺垫，有利于学生更快的向商务英语视听说过度。本专业的学生学习态度很端正，对学好英语有很强烈的欲望。部分同学的英语基础薄弱，发音较差，对听和说都形成了障碍。部分学生缺乏参与意识，习惯被动听讲，学习主动性较差，应用能力不强。 |

二、教学项目设计

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| **编号** | **教学项目****名称** | **学时** | **能力目标** | **主要支撑知识** | **教学****方式** | **教学****地点** | **项目成果** |
| 1 | Trade Fairs | 4 | To develop skills to participate in a trade fair andintroduce the company and products. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 2 | A Factory Tour | 4 | To develop skills to introduce the company and products andguide the visitors to visit the company | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 3 | Making Enquires | 4 | To develop skills to make an enquiry,answer an enquiry and make and respond to an offer. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 4 | Negotiating Prices | 4 | To develop negotiating skills to start a negotiation, express agreement and disagreement and negotiate prices, discounts and commission. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 5 | Placing an Order | 4 | To develop negotiating skills totalk about some of the general terms related to orders and contracts. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 6 | Terms of Payment | 6 | To develop negotiating skills totalk about different modes of payment and recommend the use of an L/C. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 7 | Delivery | 4 | To develop negotiating skills to ask for an early delivery, settle delivery dates anddiscuss problems related to delivery dates. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 8 | Complaints and Claims | 4 | To develop communication skills to make a complaint or a claim and respond to a complaint or a claim. | Language focus A&B | 讨论法跟读法角色扮演法 |   |  |
| 9 | Marketing | 6 | Develop the marketing plansDescribe marketing resultsMake marketing predictions | Language focus A&B | 讨论法跟读法角色扮演法 |  |  |
| 10 | Advertising | 6 | Understand an advertisementJudge the effectiveness of an advertisement | Language focus A&B | 讨论法跟读法角色扮演法 |  |  |

三、教学进度表

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| **序号** | **单元标题** | **主要教学内容** | **教学组织****形式** | **作业****形式** | **学时** |
| 1 | Trade Fairs | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 4 |
| 2 | A Factory Tour | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 4 |
| 3 | Making Enquires | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 4 |
| 4 | Negotiating Prices | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 6 |
| 5 | Placing an Order | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 4 |
| 6 | Terms of Payment | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 6 |
| 7 | Delivery | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 4 |
| 8 | Complaints and Claims | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 4 |
| 9 | Marketing | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 6 |
| 10 | Advertising | Warm-upListening practiceLanguage focus A&BVideo 1&2 | 班级授课 | 情境模拟训练 | 6 |