**Unit8 Business Start-up**

单元设计思路

Business Activities＆ Language Skills

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| Business Activities | Pros and Cons of Being Employed/Self-employed | Advantages of Early Business Start-up | E-commerce  Essentials | Three Models of Business  Operation | Business  Reporting | Establishing a Company |
| Language  Skills | Speaking | Reading | Reading | Listening＆Speaking | Writing | Writing＆Speaking |
| Unit Parts | Warming-up | ReadingA | ReadingB | Listening＆Speaking | Writing | Mini-project |

设计思路说明

1.了解创业、就业的优、劣势：引导学生认识创业、就业的优、劣势( Warming-up)；

2.了解及早创业的优势：引导学生了解大学毕业后即创业的优势( Reading a)；

3.了解电子商务创业方式：引导学生了解以电子商务形式创业时要注意的事项( Reading B)；

4.了解创业的其它商业模式：通过听说练习，指导学生了解合伙、特许经营、代理等商业模式的基本知识(Listening＆ Speaking);

5.写作实践：指导学生学习商务报告的写作技巧，练习写一份改进学校图书馆服务的报告( Writing)；

6.创业实践：指导学生根据所给予的信息和要求创立一家模拟公司( Mini-proiect)。