《会展实务》

整体教学设计

**（2022～ 2023学年第二学期）**

**课程名称： 会展实务**

**所属系部： 商学系**

**制定人： 邱兆蕾**

**制定时间： 2023.01\_**

**日照职业技术学院**

**课程整体教学设计**

**一、课程基本信息**

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| --- |
| 课程名称：会展实务 |
| 课程代码：20039 | 学分：4 | 学时：64 |
| 授课时间：第3学期 | 授课对象：国际经济与贸易专业大二学生 |
| 课程类型：必修 |
| 先修课程:《国际贸易实务》、《单证实务》《外贸函电》《国际货运代理实务》 《报关实务》 | 后续课程:国际船舶代理实务 |

**二、课程定位**

**1. 岗位分析：**

本专业毕业生的（技术、管理）岗位分析：初次就业、二次晋升。

|  |  |  |
| --- | --- | --- |
| 层次 | 初次就业 | 二次晋升 |
| 岗位分析**外贸业务员** | 外贸业务员 单证员报关员 | 外贸经理外贸主管 |

**三、总体目标**

通过本课程的学习，使学生了解并熟悉会展活动中所涉及的会展行业知识和商务英语知识及相关技能，通过大量校内会展模拟机参加各类校外展会实践，培养学生的专业能力、方法能力及社会能力，综合提高学生的行动能力，培养学生的综合职业素质，为以后的职业生涯奠定基础。为社会和企业培养既具有外语应用能力又熟悉掌握会展行业知识和技能的应用型人才。

（二）能力目标

1. 策划、组织及宣传能力：能够具备初步的展会策划，展会介绍，展会宣传推广能力。

2. 沟通接待能力：能够在接待客户时语言得体，态度端正，正确使用肢体语言，具备良好的接待礼仪，掌握必要的沟通技巧。

3. 协调能力、创新能力及独立解决问题的能力：能够懂得如何分配工作，如何解决小组与小组之间，小组内部之间，以及主办方及各参展商之间的问题，协调好与各方面的关系。

4. 信息收集、整理及处理能力：能够充分利用各种资源和途径收集、整理编写会展信息，同时掌握在展会现场搜集、整理买家资料的方法。

5. 英语应用能力：能够收集相关英语资料，翻译相关材料，用英语进行得体、流利的书面和口语交流和沟通，掌握基本的商务英语交际技巧。

（三）知识目标

1. 了解会展行业相关知识，如会展业概况，发展前景，国内外重要会展中心等。

2. 了解作为主办方会展筹划的过程，如展会策划、介绍、宣传推广的途径与方法等。

3. 了解作为参展商如何申请展位及布展。

4. 了解整个展会的接待过程、接待礼仪及沟通技巧。

5. 掌握与会展相关的英语常用术语及表达法，常用英语写作文体，基本口译及翻译技巧。

**四、素质目标**

具有良好的职业道德、礼仪风范和一丝不苟、严肃认真的工作作风。

**五、课程主要内容与教学要求及学时安排**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **序号** | **单元** | **主要内容** | **教学要求** | **学时** |
| 1 | General introductionto the exhibition industry | 理论教学 | 1.Types of people involved in an exhibition2.Benefits of attending exhibitions3.Impacts of exhibitions4.Development and prospect of China’s exhibition industry5.Exhibition industry in other countries | 1.Know why people attend exhibitions2.Know famous exhibitions in China and around the world | 2 |
| 实践项目 | Search for information on line | 1.can search for the information of exhibition industry in China2.Can search for the information of exhibition industry in other countries | 2 |
| 2 | Promoting an Exhibition | 理论教学 | 1.Introducing an exhibition2.Inviting to an exhibition3.Enquiring about an exhibition4.Choosing an exhibition | 1.Introduce and promote an exhibition2.Make invitation to an exhibition3.Enquire about an exhibition4.Choose an exhibition | 4 |
| 实践项目 | Making an Invitation to a Trade Fair:1.to ask for information about an exhibition2.to invite a foreign company to a trade fair3.to write an invitation letter4.exhibition and its classification | 1.can ask for information about an exhibition;2.can invite a foreign company to a trade fair;3.can write an invitation letter;4.know something about exhibition and its classification | 4 |
| 3 | Making exhibiting arrangements | 理论教学 | 1.Booking a stand2.Arranging shipping3.Handling insurance4.Making travel arrangements | 1.Deal with booth reservations2.Deal with exhibits transportation3.Deal with exhibits insurance | 4 |
| 实践项目 | Making Travel Arrangements:1.to deal with the shipping of exhibits;2.Moving in and moving out of exhibits. | 1.can deal with the shipping of exhibits;2.Know something about moving in and moving out of exhibits. | 4 |
| 4 | Moving in an exhibition | 理论教学 | 1.Building the booth2.Decorating the booth3.Trainning booth staff | 1.Deal with booth building2.Talk about how to decorate a booth3.Train booth staff4.Find information about business and exhibition arrangements | 4 |
| 实践项目 | Making Exhibition Stands Attractive:1.to make an exhibition stand attractive to customers;2.to decorate a distinctive booth. | 1.can make an exhibition stand attractive to customers;2.can decorate a distinctive booth.s | 4 |
| 5 | Receiving clients | 理论教学 | 1.Receiving customers at a booth2.Socializing with Clients3.Going sightseeing with clients | 1.Attract more buyers to your stand2.Receive clients appropriately at the stand3.Entertain clients by business dinners4.Build friendly business relationship at the first contact | 4 |
| 实践项目 | Receiving Customers:1.to know how to communicate with your customers and be professional;2.to know how to promote products; 3.to know and master how to attract more people to your stand4.to know how to choose qualified staff for the exhibition | 1.know how to communicate with your customers and be professional;2.know how to promote products; 3.know and master how to attract more people to your stand4.know how to choose qualified staff for the exhibition | 2 |
| 6 | Presenting products | 理论教学 | 1.Presenting products2.Talking with visiting clients about new products3.Learning to present effectively | 1.Inquire about products and services2.Make professional introduction to products and companies3.Attract customers with an effective product presentation4.Communicate effectively with suppliers or buyers | 4 |
| 实践项目 | Introduction to Exhibitions:1.to understand different descriptions of products;2.to introduce companies and their products;3.to attract a customer with your knowledge about the products;4.to be an effective communicator. | 1.can understand different descriptions of products;2.can introduce companies and their products;3.can attract a customer with your knowledge about the products;4.can be an effective communicator. | 4 |
| 7 | Negotiating business | 理论教学 | 1.Negotiating about price2.Negotiating about payment3.Negotiating about shipment4.Negotiating about packing and insurance | 1.Negotiate about price2.Negotiate about payment3.Negotiate about shipment4.Negotiate about packing and insurance5.Develop about the negotiating skills | 4 |
| 实践项目 | Business Negotiation:1.to comprehend successful negotiation skills;2.to master useful expressions during negotiation; 3.to practice negotiation skills | 1.can comprehend successful negotiation skills;2.can master useful expressions during negotiation; 3.can practice negotiation skills | 2 |
| 8 | Signing a contract | 理论教学 | 1.Drawing a contract2.Amending a contract3.Signing a contract | 1.Understand the definition and legal effect of contract2.Be able to describe the necessary parts of a contract3.Be familiar with terms in a contract4.Be able to check and amend various terms of a contract | 2 |
| 实践项目 | Business Contact:1.to attract the buyers to visit your stand;2.to avoid inappropriate words or behavior during reception;3.to build up your professional body language and understand others’ | 1.can attract the buyers to visit your stand;2.can avoid inappropriate words or behavior during reception; 3.can build up your professional body language and understand others’ | 2 |
| 9 | Following up business  | 理论教学 | 1.Learning exhibition follow-up strategy2.Planning after-show marketing activities3.Following up sales orders & prospects | 1.Learn exhibition follow-up strategy2.Discuss exhibition follow-up plans3.Follow up sales orders placed at the exhibition4.Follow up potential clients | 4 |
| 实践项目 | Moving Out of an Exhibition and Follow-up:1.to comprehend the tips on business follow-up;2.to get familiar with expressions in different situations; 3.to practice letter writing about business follow-up. | 1.can comprehend the tips on business follow-up;2.can get familiar with expressions in different situations; 3.can practice letter writing about business follow-up. | 4 |
| 10 | Analyzing exhibition results | 理论教学 | 1.Measuring the success of an exhibition2.Reporting exhibition results3.Writing reports on exhibition results | 1.Analyze the exhibition results2.Report the exhibition results to your boss3.Write a business report on exhibition results4.Discuss future exhibiting needs | 4 |
| 实践教学 | Analyzing the Productivity of the Exhibition:1.to analyze the results of an exhibition;2.to report the results of an exhibition to your boss or supervisor; 3.to make use of the results of an exhibition;4.to write a short report. | 1.can analyze the results of an exhibition;2.can report the results of an exhibition to your boss or supervisor; 3.can make use of the results of an exhibition;4.can write a short report. | 2 |

**六、课程实施建议**

（一）课程的重点和难点

本课程的教学重点是安排参展、接待客户、推介产品、洽谈业务、跟进业务和分析会展成效。

本课程的教学难点是邀请参加展会、搭建装饰展台、接待客户和洽谈业务。

 （二）教与学的建议

1．把握会展英语课程的特点

（1）涉及面广

每年在全国举行的会展不计其数，涉及各行各业，包括化工、纺织、机械、食品、轻工等诸多领域，从展位介绍、展品运输、展台接待、展后联络等，英语作为一门通用语言，在商家之间搭建起沟通的桥梁。

（2）词汇丰富

在众多的国际会展中，国际会展专业术语和术语缩略语构成会展英语的一个重要组成部分。准确和全面地理解专业术语和缩略语可以帮助我们减少误译、保证规范、节省时间和便于交流。

（3）语言得体，用语简练

 为创设良好的商务会展环境，达到贸易双方各自的预期目的，会展英语的交际要体现“措辞婉转、讲究礼节、语言简练”的特点。

2. 增强师资力量

本课程需聘请校外兼职教师参与课程教学，兼职教师主要来自企业、行业协会，需要有会展从业经验，有较好的英语基础，负责学生校外实践的组织、培训和指导，参与会展英语课程校内实训项目的选取和设计，并为校内实训教学提供指导及教学资料。

3. 教学设计符合高职学生的认知能力

要充分考虑教学对象和教学课程的特点，按需施教，学了就做，做了就会，会了能用，有实感，见实效，不断地增强学生学习信心和兴趣。教学上可以这样安排：（1）开始要少讲，使学生容易接受。（2）安排简单练习，增加问题印象。（3）重点地讲，根据突破难点、加强重点的需要，认真创设问题情景，精心设计好引言、课堂提问和板书提纲，锤炼教学语言。（4）讨论或练习，进行验证性巩固。（5）加强辅导，解决学生遇到的各种问题。（6）综合训练，教师多点拨，学生多尝试。（7）进行归纳总结，上升到理论或规律认识。教师要有对学生进行学习方法引导的强烈意识，讲授、辅导、讨论、训练和归纳总结紧密结合，激发学生主动学习意识，培养学生自学能力。

4. 把基于工作过程的理念融入到教学过程中去

（1）课程设计和开发以培养学生的实际应用能力为本，按工作过程分解成不同的学习领域，教学设计围绕具体的学习情境进行，让学生在做中学，在学中做，从而掌握能力模块里所描述的具体技能。

（2）课程设计和开发以职业活动为导向。课程的实例、实训和主要的课堂活动，都要紧紧围绕职业能力目标的实现。因此，教学设计按照职业岗位活动和实际的工作流程，重组课程的内容和顺序，转变固有的“以知识的逻辑线索为依据”，从而实现“以职业活动的工作过程”为依据。

（3）课程设计和开发打破现有教材内容的束缚，以行动为导向，重新整合教学内容，自行开发相应的教学资源，补充大量的实例和实训项目，丰富教学内容和教学方法，充分体现“以学生为中心”，培养学生的自学能力，既教书又育人，实现学生职业能力的全面提升。

5. 进行教学方法改革，加强实践教学

改变传统的填鸭式、满堂灌式的教学方法，采用先进的教学理论指导教学。教学中加强实践教学，每一单元都在一个比较真实的场景中展开全部内容。教师通过具体案例、问题引入授课内容，讲授有关会展行业知识，提高各种会展商务活动场景，并让学生以4-6人小组为单位进行小组讨论、角色扮演、解决问题、案例分析、模拟办公等活动来共同组织课堂内外的教学和实践；在此基础上，采用多媒体课件等教学手段，充分利用各种实训室的办公环境和设备、网络应用等方式进行教学。

（三）教材编写和使用建议

教材可采用《会展实务英语》（蔡龙文、黄冬梅，高等教育出版社），参考教材可采用《实用会展英语》（邱玉华，北京大学出版社）、《会展英语》（杨峥，高等教育出版社）、《现代会展英语实务教程》（吴建华，广东世界图书出版公司）、《会展英语》冯玮、《会展实用英语》（宿荣江、曹珊珊、周媛，中国人民大学出版社）等。

（四）课程资源开发与利用建议

本课程校内实训部分主要在校内实训中心进行，主要使用仿真新闻发布厅、商务 ICT实训室、口译实训室等，需配备电脑、会议传译设备、大屏幕投影仪。授课中要充分利用国际国内知名会展网站，特别是香港贸易发展局的网站，学生可通过登陆网站，体验展会的各个环节。

七、考核方式及评分办法

（一）考核方式：

本课程考核由三部分组成，即学生平时学习表现、项目实训考核、期末综合项目考核。平时学习表现包括：课堂小测试、课堂表现、考勤情况等，主要考查学生在整个学习过程中的学习态度、学习能力及学习效果等，评价方式主要为课堂观察、教师评价。项目实训考核结合课程各授课实训内容，形式包括调查报告撰写、小组演示、会展材料制作、会展文案翻译、会展场景模拟等，主要考查学生综合运用语言技能的能力以及自主学习、沟通、交际、组织协调等能力。项目实训考核有个人考核和小组考核两种形式。期末综合项目考核以小组为单位，组员分工协作完成任务。考核项目包含调查报告写作及小组演示两部分，考核内容涵盖整个课程实训内容，学生最后得分需综合小组及个人表现。

校外顶岗实训阶段的考核由企业、教师、岗位组长和学生四方共同进行，对学生在展会中的工作绩效和实习报告进行综合考核。

（二）考核比例及要求：

1. 平时成绩占30%。主要包括对课堂提问、讨论、作业等情况进行评价计分。

2. 课程实训占30%。分实训项目视完成情况记成绩。

3. 期末考试成绩占40%。进行笔试。

八、说明

（一）教师可根据学期实际授课时间长短相应调节课时计划或对个别章节选择讲解。

（二）补充最新的会展英语相关材料，以增强其实用性。

（三）顶岗实习阶段可以灵活安排时间。