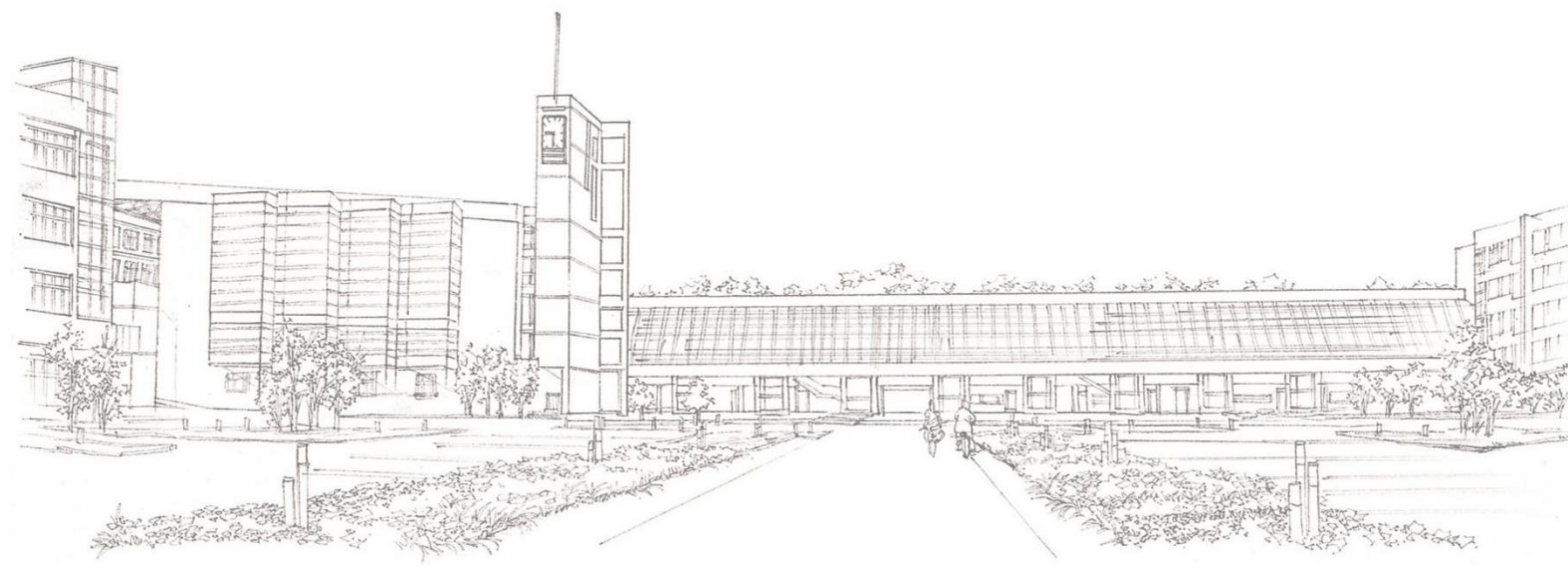




日照职业技术学院
RIZHAO POLYTECHNIC

《商务英语视听说 1》教案

商学系



第一次课

教学目标:

能力目标:

1. 能够把握整个课程的项目内容和任务;
2. 能够找到适合自己的学习方法

知识目标:

1. 了解课程的项目和任务;
2. 了解课程学习方法和考核方法

素质目标:

通过分组做项目, 培养学生具有团队合作的意识

教学重难点:

认知整体课程

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

1.课程的性质与定位

商务英语视听说教程是我院国际经济与贸易专业开设的一门公共基础必修课,其教学安排在第二学年两个学期进行讲授。

本教程以“应用为先,能力为本”为指导思想,按照高职高专商务英语教学大纲和BEC初、中级的要求,结合我院培养外语实用技能的人才培养目标的要求,贯穿英语听说技能在商务活动中的实际应用的基本理念,以培养复合型英语应用人才为出发点,提高听力技巧和口语交际能力;帮助同学们取得国际商务英语中级资格证书和具备相关的英语从业资格。

2. 课程目标

(一) 总体目标:

本课程遵循内容与听说技巧并重的原则,重视各项微技能和综合技能的训练。通过专门的听力技能训练和口语练习,提高学生抓住大意、听取细节的能力,能听懂并且会说话速适中的英语日常生活交谈,以及不超过所学语言知识的讲座,能够抓住讲话和交谈的中心大意,理解主要内容,并能辨别说话人的态度和语气。以示范学习方法,鼓励知识积累,促进学生听力的发展和口语的提高,为培养学生全面的英语交际能力奠定良好的听力和口语基础的同时使学生进一步体会英语听说学习过程中的美感与快乐。

(二) 素质目标:

- 1).具备文字理解能力、语言表达能力、观察能力与分析能力;
- 2).具备自主学习能力、自我管理能力;
- 3).具备沟通能力、组织协调能力;
- 4).具备良好的职业道德。

(三) 知识目标:

- 1). 基础知识:掌握常用词汇和常用句型,语音、语调知识等;
- 2). 语言文化:理解异国的文化习俗,风土人情、人生百态等;
- 3). 策略知识:掌握认知策略及学习策略知识等。

(四) 能力目标:

- 1). 能积极与他人进行英语交流
- 2). 在商务交际场合中，能用英语进行思维；
- 3). 能分析不同民族在思维、文化与商务习惯上的差异；
- 4). 能够听懂、预测日常交际内容，抓住中心大意，
- 5). 能辨别说话人的态度与语气并能流畅、准确、得体的进行日常交际。

3. 课程内容

序号	模块（项目）或子项目名称	学时
1	参加企业面试	6
2	打商务电话	6
3	参加商务会议	6
4	商务旅行	8
5	接待来宾	6
6	商务会餐	6
7	介绍公司	8
8	介绍产品	6
合 计		52

4.课程的重点与难点

重点：熟悉词汇、常用的英语表达的基础上，提高听力速度；并掌握公司企业日常商务活动方面的话题等，并将听说二者技能结合起来，提高口语表达的能力。

难点：怎样在具体的商务情境中，快速融入情境对话，运用所学的理论知识，进行实践性的口语交际？怎样做好理论知识的学习、日常训练与实际商务情境中的就业岗位的密切结合？

5.考核内容与方法

商务英语听说课是一门考试课，我们会申请考试改革，采用百分制的计分方式，分数的判定分为四部分：

1).出勤及平日表现成绩占 30%。主要包括学生的出勤率、课后作业的完成。

2).听力成绩占 25%。包括最终听力成绩。

3).期末口语测试占 45%。这部分包括四个等级，

0-15 分的学生，态度不够端正，发音较差，不能独立完成对话，英语口语停留在初学者的层次；

15-25 分的学生，发音存在错音、漏音，语调较好，对话完整性较差，熟练程度不高；

25-35 分的学生，语音面貌较好，能够正确的掌握发音技巧，话题所采用的语言表达更加的规范和准确，熟练程度高；

35-45 分的学生，

语言表达流畅、地道，发音准确，准备充分，主题更加突出、鲜明，并在对话中加入自己的观点和相关话题的英语表达。

4).期末英语听说成绩=考勤成绩 30%+听力成绩 25%+期末口语测试 45%。

1-1 面试前的准备

教学目标:

能力目标:

能为面试做好各方面的准备，主要包括：英文简历、仪容仪表、常见问题等

知识目标:

掌握有关面试的词汇及常见句型

素质目标:

1.培养学生的商务沟通能力

2.提升学生的商务素养

教学重难点:

面试常见问题及回答

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part 1 Warm-up

1)Teaching tips:

Ask Ss to note down other reasons they can think of.

Divide the class into small groups.

Give Ss a few minutes to exchange ideas.

Encourage Ss to use different expressions of agreeing and disagreeing.

Ask a few Ss to report their findings (e.g. the agreed Best job and most common reason(s), the most unique/strange choice or reason, etc.).

Key: Open.

2)Teaching Tips:

Divide the class into small groups.

Give Ss a few minutes to talk about their suggestions.

Encourage Ss to use different expressions of giving advice.

If I were you /If I were in your position /If I were in your shoes, I would How about /What about /Have you thought about ?

Why don?t you ?

You should perhaps You?d better

It might help if you I don?t think you should

Have one person in each group as the job candidate, the others being friend who offer suggestion. Ask the group to role-play a conversation.

Invite two or three groups to act out their conversation.

Hints:

1)Pay attention to 4Ps: preparation, presentation, personality and positive attitude.

2)Dress appropriately.

3)Make full preparation for the interview:

Learn about the position;

Learn about the company or organization from their websites;

Anticipate questions and prepare your responses;

4)Don?t forget to bring a pen /pencil and a writing pad.

5)Pay attention to your manner:

Be punctual;

Be truthful;
Don't show off;
Don't badmouth.

Part 2 Listening and Speaking

Task 1 FAQs in job interviews Teaching Tips:

Pre-listening:

- 2) Show pictures of Shangri-La Hotel in different cities of the world.
- 3) Give Ss a few minutes to share what they know about the hotel, the position, etc.
- 4) Check Ss' understanding of the position.

Comments on the three questions:

Q1.

It's the ice-breaker of the interview and it's always a challenge to answer because it's so broad. The best approach is to narrow the scope of the question by focusing on those aspects of your educational background and experience that make you qualified for the position. From there, you can talk about your interest in this particular job.

Q2.

When asked this question, you should highlight skills that demonstrate a competency relevant to the job applied for, such as report writing, time keeping or your ability to get things done on time. You can also mention that you are able to get along with people easily, you are a fast worker, or you have an eye for details. The job advertisement will give you information on skills required for the position, so focus on these areas by using examples that demonstrate your skills.

With weaknesses, you can point out one area that is "comparatively" weaker than others

will not disqualify you from the job. More importantly, you should follow up with what you are doing or have done to fix your weakness.

Q3.

The best way to respond is to describe the qualifications listed in the job posting, and then connect them to your skills, experiences, as well as job objectives. That way the employer will see that you know about the job and you have the qualifications and enthusiasm to do the job.

Sample answers: Q1.

I am graduating in June from ABC University and my major is hotel management. I am an outgoing, energetic person. I enjoy teamwork very much. As part of my degree program, I needed to finish different projects with my teammates. I possess excellent interpersonal skills and a very positive attitude. My career aspiration is to become a successful hotelier. During my internship at the Grand Hyatt, I worked as a receptionist. My duties included offering friendly and efficient check-in and check-out service to guests, answering phone calls, taking and passing on messages to guests. I find that if I can make the guests happy, I will be very happy, too.

Q2.

I received honors in several school-wide English and computer contests. I enjoy working with people from different backgrounds. I am good at communicating, organizing and coordinating. If something blocks my path, I will look for a solution. I never give up easily.

Sometimes I receive comments that I need to improve in the area of filing. I am now trying to improve by learning from others.

Q3.

Interest and career development are two of my criteria in the choosing a job. Interest is the best motivation. I love the hotel business, so I will definitely devote myself to it. Moreover, high job satisfaction can be attained when the job is what I am interested in.

Career development is very important for me when choosing a job. From what I know, Shangri-La provides equal career advancement for all staff. The job rotation plan and individually tailored training program are really exciting and helpful for young people like me.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

1-2 面试进行阶段及面试技巧

教学目标:

能力目标:

能听懂面试中所提问的问题并给出得体、明智的回答。

知识目标:

1. 熟悉面试开始、进行阶段的口语表达,
2. 掌握面试中常见问题及回答的句型。

素质目标:

1. 培养学生的商务沟通能力
2. 提升学生的商务素养

教学重难点:

面试中常见问题及回答的句型

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part 3 Language Focus

Follow-up practice

Teaching tips:

Ask Ss to note down the key points of the interview.

Divide the class into pairs. Get Ss to allocate the roles.

Ask Ss to role-play the job interview according to the noted points and with the help of the expressions in Language Focus.

If time allows, ask Ss to swap roles and role-play the interview again.

Invite a pair to act out the interview in class.

Give comments and suggestions for improvement.

Key:

Name: Cai Ning

Personality: serious-minded; calm; humorous; easy-going

Strengths and weaknesses:

Strengths: the ability to work with all types of people Weaknesses: perfectionist; impatient

Work experience: six years' financial industry with several companies; two years' experience in an investment bank

Qualifications: graduated from Peking University in 2001, majoring in accounting; fluent English; bookkeeping and accounting proficiency in English

Reasons for leaving last job: want to find a job that is challenging

Questions about the job: would I be able to work abroad in one of your overseas branches?

Language expansion

About the job and company

What do you know about this company?

I understand that you are one of the major global players in air industries, operating in more than 20 countries.

Why are you the best person for the job?

I have been working in sales for five years. I think my experience in this field can bring the benefits to this position and your company.

Is there anything that you would like to know about the job or company? Yes, would you please tell me what my responsibilities would be if I had this job?

About future plan

1) What are your goals for the next five years?

In five years' time, I think I will have achieved a lot if you give me an opportunity to work in your company. I hope to be promoted to the position of Sales Manager by then.

2) How do you plan to achieve this goal?

I will work hard, meet challenges and improve myself in an all-round way. I have confidence in myself.

3) How long will you stay in our company?

Well, that's hard to answer. If I got this position, I'd say I would stay in this position as long as my work and efforts are still valuable to the company.

About salary

1) What kind of salary do you have in mind?

What would you offer to someone with my qualifications and potential? I will consider any reasonable offer. I'm aware of the range in the marketplace. I'm sure you'll come up with a most appropriate offer that will be based on my background and ability.

About abilities and skills

1) What special skills do you have?

I can speak and write English fluently. I'm good at communicating with people. I'm good at numbers. I've been working on computer programming for five years. I'd say I'm kind of expert in this field.

About strengths

1) Can you tell me something about your strengths?

I'm confident and honest./ I don't panic in a crisis./ I never give up easily. I'm persistent in looking for a solution./ I think I can work with all kinds of people.

About weaknesses:

1) What are your weaknesses?

Perhaps I'm a bit straightforward./ I'm kind of perfectionist. I want to be perfect in doing everything./ Sometimes, I'm a little bit indecisive.

Part IV Viewing and Speaking

Video 1 Applying for the position of financial consultant

Pre-viewing

1) Teaching tips:

Divide Ss into small groups.

Ask Ss to rank the importance;

compare their ranking with other group member;

give explanation;

change the ranking if convinced.

Encourage Ss to use different expressions of agreeing and disagreeing.

Ask two group representatives to give their ranking and explain the change if there is any. Key: Open.

Viewing

Post-viewing Teaching tips:

Divide the class into groups of three/five (odd number is preferred for voting).

Have Ss exchange ideas within the group and then vote for the job offer decision.

Ask two group representatives to report on their group discussion and decisions.

Encourage other Ss to offer their own views.

Give comments and help Ss summarize the reasons.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

1—3 面试结束阶段及结束后

教学目标:

能力目标:

能自如的回答面试结束阶段的问题

知识目标:

掌握面试结束阶段的问题及如何回答的各种英文表达方式

素质目标:

1.培养学生的商务沟通能力

2.提升学生的商务素养

教学重难点:

面试结束阶段的问题及如何回答的各种英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Applying for the position of Sales Manager

Pre-viewing

1. Teaching tips:

Divide the class into pairs.

Have Ss discuss the three questions and put together a group answer.

Ask three pairs to share their answers with the class, each dealing with one question.

Invite other Ss to offer their own views.

2. Hints:

1) People may change jobs for job challenge, better pay, promotion, better working environment, more flexible working hours, etc. They may also look for new jobs because they move to a new place or lose their original jobs.

2) Managing and training the sales team, developing the sales strategy and implement it, coordinating with other departments of the company, ensuring the achievement of the pre-set sales target, etc.

3) Strong presentation, communication and negotiation skills, work experience in sales position, university degree in business management or relevant major, willing to travel, being detail-oriented, etc.

3. Viewing Key:

1. F 1) In the summers of 1996 and 1997, Merry worked as a salesgirl for this company in Guangzhou.

T 2) Merry passed TEM 8 at college, and she is good at oral English.

F 3) Merry has worked for United Butter for two years since she graduated from college.

F 4) Merry will be in charge of the marketing activities in southeast China.

T 5) Merry's current annual income in United Butter is 150 thousand.

2.

Name: Merry Wang Nationality: Chinese

Curriculum Vitae

Address: 348 Main Road, Guangzhou, Guangdong Telephone: (020)1234-5678

Email: merrywang@hotmail.com

OBJECTIVE

A position of 1) Sales Manager.

SUMMARY OF QUALIFICATIONS

- Five years' successful experience at United Butter.
- Motivated and enthusiastic about developing good relations with clients.
- Effectively working alone or as a team member.

EMPLOYMENT HISTORY

2003-present Working at United Butter, being the 3) Brand manager for two years, responsible for the Panda line of 4) biscuits.

EDUCATION

1999-2003 Sun Yat-sen University, Guangzhou, Bachelor of 5) Business Administration

SKILLS

Computer skills: Windows, MS Office, Excel, Lotus 123, Microsoft FrontPage
Language skills: passed TEM 8 at college; being good at 6) oral English

Post-viewing

Teaching tips:

- Divide the class into small groups.
- Have Ss exchange ideas within the group.
- Ask two group representatives to share their ideas with the class.
- Encourage other Ss to offer their own views.
- Give comments and help Ss summarize the answers. Key: Open.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

2-1 打电话前准备及打电话技巧

教学目标:

能力目标:

1. 能熟练运用电话交流技巧,
2. 能为打商务电话做好各种准备。

知识目标:

1. 了解打商务电话前需要做的各种准备;
2. 掌握打电话的技巧

素质目标:

1. 培养学生的商务沟通能力
2. 提升学生的商务素养

教学重难点:

典型英语电话用语

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part I Warm-up

The methods of communication with the business customers on the phone

The big 3

Be prepared. Avoid starting the process when you're rushed. Relax! Make sure you have a big pad of paper, a pen, a glass of water, and a reasonable amount of time.

Don't give up. You have the right to get information and respectful service. Be persistent and patient.

Realize that sometimes it will take ten calls to find out what you want. No one person or organization has all the answers.

Try not to put people on the spot. It makes them defensive. Rather try to enlist their support. Remember, you usually catch more flies with honey than with vinegar.

Before you pick up the phone

Review written material first, if at all possible. Underline key points, or names and phone numbers of people and organizations you think you'll want to call.

Make a list of questions for each encounter. Write them down.

Be clear about what information you need. If you can't explain what you want, how can someone else tell you where to find it?

Establish a system for yourself:

a check can mean you got through to the person, a minus can mean you are waiting for a call back and a start can mean you actually resolved your problem.

Create a notebook or other organizer to record your information. Don't put it on little scraps of a paper that can easily get lost. Try creating columns or heading at the top of the page: one for the name of the person, another for the name of the agency or company, still another for the phone number, etc.

“Psych” yourself up to make the calls. Do a little role-play first if it will help calm your nerves and put you in the right mood.

Make calls when you're at your best. Are you a morning person? If so, make your calls then. Know when you're at your best and most alert. There's no point in just getting started when **you** are already tired.

Making Your Calls Efficiently

There are many ways to coax the person on the other end of the telephone line into helping you. Here are a few of them:

Be aware of the pitch of your voice. Try to make it lower. A voice in a high register apparently can be disturbing to many people.

Be modest. Tell the person on the other end of the line that you're an amateur, and that you hope they can give you some guidance. Enlist sympathy and thereby, help.

Establish a relationship. If you're calling someone you think need to call again, try to establish a relationship. Find out the person's name and some personal things if at all possible. Next time you call, you can mention them and you'll truly have an ally.

Avoid yes or no questions. They don't open people up. Read the next two questions:

“Do you know where I can find an accessible bus service?” With this wording, yes or no is the only answer. The following phrasing creates the possibility of dialog:

“Where can I find information on an accessible service in our town?” The point is to

always leave people room for suggesting possibilities.

Be empathetic. “ I realize it is late in the day and you must be tired, but I really need your help. Make the people feel like your mentor. Complement helps, even if it didn't quite get you what you needed. The next time you call, people will more likely go out of their way to help you.

Find out his / her schedule. If the person you want isn't in, rather than just leaving a call back number,

find out when he / she is available. This shows you want to make things easier — and you might be surprised to learn the person just left for a two-week vacation. If you hadn't asked, the information might not have been offered. If you are transferred to voice mail, leave a short but specific message. It can eliminate the game of “ telephone tag ” .

Be polite, but don't allow yourself to be brushed off. You have a right to information, especially from public agencies. If you've really tried to get help but are constantly meeting roadblocks, ask to speak a supervisor.

Always get the name of the person you are speaking to. It's helpful when you get conflicting information and you can say, “ and such-and-such said ” Also knowing the person's name shows you really listened and puts you in control.

Cultivate any person you wish. One day try making calls while wearing business clothes. Does it make you feel more in control, more authoritative? Another day wear comfortable jeans and a tee shirt — any difference? Whatever works for you, whatever makes you comfortable and gets results, is the right approach.

Tasks:

divide the class into small groups, with one leader in each group.

- have Ss brainstorm the possible answers.

ask group leaders to note down the answers of the group members and make sure every member voices his/her ideas.

invite two group leaders to report to the class.

see if other groups have something to add.

Hints:

Introduce yourself at the beginning of the call.

Find out if the person you are calling is fully available to talk. If not, try to schedule an appointment to call back.

Use notes to help guide you through the specifics you want to mention.

Ask the other person to repeat what you are saying in their own words.

Stick to the subject and do not allow the conversation to drag out with meaningless chatter.

Review the important points of the discussion, going over each person's responsibilities.

Thank the other person for their time, set an appointment for another call (if needed) and wish them a good day.

Part II Listening and Speaking

divide the class into pairs. Ask Ss to allocate the roles and role-play the telephone dialog.

Ss who take the role of Louise can either approve or disapprove of the

change. Polite expressions should be suggested.

invite one or two pairs to act out the dialogs in class to check if Ss can develop the phone call naturally.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

2-2 接听电话和转接电话

教学目标:

能力目标:

1. 能正确使用接听电话和转接电话的各种表达方式;
2. 能灵活处理打电话中出现的各种情况。

知识目标:

1. 了解商务电话中的礼仪规范;
2. 掌握接听电话和转接电话的英文表达方式。

素质目标:

1. 培养学生的商务沟通能力
2. 提升学生的商务素养

教学重难点:

接听电话和转接电话的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

PartIII Language Focus Follow-up Practice

divide the class into pairs get Ss to decide which role to take.

have Ss role-play according to the information provided, referring to the expressions in Language Focus.

walk around the classroom and check whether Ss can use the expressions properly.

ask a pair to role-play the telephone dialog in class.

encourage the rest of the class to comment on their performance.

Part IV viewing and speaking Video1 leaving a message

Pre-viewing

divide the class into pairs and instruct Ss to list the key information that needs to be covered in a message.

invite a few Ss to report the information they have figured out.

make comments or correction if necessary.

Hints:

The caller should leave some basic information like the name, the company where he/she is from, the purpose of the call, ect. Moreover, the caller should speak clearly to ensure a correct message will be left.

Post-viewing

divide the class into pairs and allocate the roles.

have Ss role-play the telephone dialog, referring to the outline. ask a few pairs to present their dialog in class.

invite other Ss to comment on their performance.

Video 1

Receptionist Hello, International Sales.

Mr. Schulz Hello, this is Mr. Schulz here, calling from England.

Receptionist Yes, Mr. Schulz. Who do you want to speak to?

Mr. Schulz I'd like to speak to Mr. Matthews.

Receptionist Fine. Hold the line, please. I'm connecting you now.

Miss Perez Hello. Mr. Matthews' office. Who's calling please?

Mr. Schulz This is Mr. Schulz calling from England. Mr. Schulz Can I have a word with Mr. Matthews? Miss Perez I'm afraid Mr. Matthews isn't available.

Miss Perez He's gone to Hong Kong on business for a few days. Mr. Schulz When do you expect him back?

Miss Perez He'll be back on Friday afternoon. Is it urgent?

Mr. Schulz Yes.

Miss Perez Can I take a message for him?

Mr. Schulz Yes, please. Will you tell him that we've just received your sample of the new assembly coffee table and are quite happy with it?

Miss Perez Sure. It's very kind of you to say so. Miss Perez Can we expect an order from you?

Mr. Schulz That's why I'm making the call.

Mr. Schulz Please tell Mr. Matthews we're quite happy with the quality and design of the table, but the price is too high.

Mr. Schulz We need some negotiation on it. Miss Perez OK, Mr. Schulz. Anything else?

Mr. Schulz One more thing. Please inform Mr. Matthews that I won't be able to get to your company that early this Saturday because of the rail strike.

Mr. Schulz It'll probably be afternoon before I arrive. Miss Perez No problem. I'll give him the message.

Mr. Schulz Thanks.

Miss Perez You're welcome. Goodbye.

Key:

F T F T T F

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

2-3 电话预约和电话留言

教学目标:**能力目标:**

1. 能正确使用电话预约和电话留言的各种表达方式;
2. 能灵活处理打电话中出现的各种情况。

知识目标:

1. 了解商务电话中的礼仪规范;
2. 掌握电话预约和电话留言的英文表达方式;
3. 掌握电话留言的各种要素。

素质目标:

1. 培养学生的商务沟通能力
2. 提升学生的商务素养

教学重难点:

电话预约和电话留言的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:**Part V****Key:**

1. 875-9368
2. 305-636-8430
3. 5312/A12
4. Bartholomew
5. holt &frier
6. diner

Part VI**Video 2 You are hard to get hold of ! Pre-viewing****Teaching tips:**

ask Ss to brainstorm the difficulties in making phone calls from their past experience. get Ss to share their experiences in pairs and note down the difficulties.

ask a few Ss to report the difficulties they've meet.

compare Ss answers and find out some common difficulties. List them on the board.

Hints:

The difficulties may include :

The line is engaged.

The number dialed is wrong.

The person ask for is not available.

The receptionist mistakes the message.

Post-viewing Teaching tips:

Divide the class into pairs and ask Ss to get the roles

Get Ss develop the dialog according to the situation, referring to the outline Have two or three pairs act out their dialog in class

Ask other Ss to make comments on their performance from the following aspects: Is all the required information covered?

Does their dialog go smoothly? Do they use proper language?

Receptionist Good afternoon, this is DNM. How can I help you?

Ms. Mandel Good afternoon. I'd like to speak to Mr. Miller, please.

Receptionist Mr. Miller? Hold on, please. I'll connect you.

Leo Miller Mr. Miller speaking. Who's calling please?

Ms. Mandel This is Ms. Mandel from BCM. Is this Henry Miller?

Leo Miller What? Henry Miller? No, this is Leo Miller, in the Sales Department. Henry Miller is in the Customer Relations Office.

Leo Miller I'm afraid you've dialed the wrong extension.

Ms. Mandel Oh, sorry to have interrupted you.

Ms. Mandel Can you give me Henry Miller's extension, please?

Leo Miller Sorry, I haven't got a directory on hand now. Would you mind calling the switchboard again?

Leo Miller I'm sorry not to be of more help.

Ms. Mandel Oh, OK. It doesn't matter.

Ms. Mandel I'll call back to the receptionist. Thank you, anyway.

Receptionist Good afternoon. How can I help you?

Ms. Mandel Good afternoon. This is Ms. Mandel again. I'm afraid you gave me the wrong extension just now. I want to speak to Henry Miller, not Leo Miller.

Receptionist Oh, there are two Mr. Millers in our company. I'm very sorry I didn't notice that.

Receptionist I'll put you through right now. Please wait a minute.

Ms. Mandel OK. I'm holding.

Receptionist Good afternoon. How can I help you?

Ms. Mandel It's me again -- Ms. Mandel.

Ms. Mandel I'm still having trouble getting through to Henry Miller. No one is answering his line. I really need to talk to Mr. Miller as soon as possible. We placed an order with you last week, but we have so far heard nothing about it. It's a rush order, and we need it urgently. Can you help?

Receptionist Of course. I'll go and find him and ask him to ring you immediately.

Receptionist There may be a problem with his line.

Ms. Mandel OK, thank you so much.

Ms. Mandel Hello, Mr. Miller, this is Ms. Mandel. Ms. Mandel Thank you for ringing back.

Ms. Mandel You are hard to get hold of!

Henry Miller Oh, I'm terribly sorry for the trouble.

Henry Miller I was in a meeting and I left my cellphone in my office.

Ms. Mandel Oh, OK. Mr. Miller, I'm calling you about...

Key:

A C C C B C

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

3-1 会前准备

教学目标:

能力目标:

1. 能进行会前的各项准备;
2. 能制定会议议程。

知识目标:

- 1.掌握如何进行会前准备;
- 2.掌握如何制定会议议程。

素质目标:

- 1.培养学生的组织能力和应变能力
- 2.提升学生的商务素养

教学重难点:

如何制定会议议程

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part 1 Warm-up

Ask Ss to recall some meetings they ' ve attended Get Ss to brainstorm the relevant information.

Have a few Ss report what they ' ve come up with in class. List the information on the board.

Part 2 Listening and speaking

Task 1 Formal and informal meetings

Divide the class into pairs.

Instruct Ss to compare formal and informal meetings from the following perspectives: the ways of greeting the other meeting attendees, the expressions used for introducing the issues, the presenter's tones, etc.

Ask one or two Ss to report to the class the differences they've found.

Hints:

In informal meetings, the presenter may begin with expressions like “ Ok” or “ Right whereas in some formal meetings, “Good morning/afternoon ” is often used for greeting and the presenter usually opens the meeting with expressions like “ I would like to” , “ welcome to ” ” , meeting. Furthermore, in formal meetings, the tone of the presenter can be casual and relaxed., “ etc

Task 2 How to take meeting minutes

Recording the proceedings of the professional meeting can be a challenging task. If you are asked to take notes for the meeting, here are some tips that can help you do a good job..

First, arrive at the meeting ahead of schedule. Find a good seat in the middle of the group where you can hear everyone speak plainly. Be sure your pen or pencil works if you take notes by hand or check to see if the laptop provided for this purpose is plugged in and working as needed.

Second, consider using a tape recorder, which will help you ensure accuracy in transcribing proceedings,if you use such equipment, arrange to have it on hand at the time and location of the meeting, and be sure the equipment works properly by testing it before the meeting begins.

Third, use a consistent format, The usual criteria include the meeting's name, location, date, and starting as well as ending time. Also mentioned at the top of your list are the names of attendees.

Fourth, follow the agenda. If an agenda was posted or distributed before the meeting, cover each of its points in your minutes.

Fifth, be concise. Rather than writing each word that everyone says, just catch the highlights. Also, find out whether attendees wish to be identified by name or prefer to be kept anonymous.

Sixth, list specific outcomes. Important actions should be listed separately to catch readers' attention. Check previous minutes to follow similar organization.

Seventh, after the meeting, write a meeting report from your notes. Sign your name at the bottom of the last page of the minutes. Describe the final copy of meeting minutes to everyone who attended as well as absentees.

It is also important to organize all meeting minutes in a standard file so that it can well serve as future reference.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

3-2 主持会议

教学目标:

能力目标:

- 1.能主持一项会议;
- 2.能用英语询问入会人员的意见
- 3.能组织会议有秩序的进行。

知识目标:

- 1.掌握会议的流程;
- 2.掌握会议开始、进行和结束时的各种英文表达方式。

素质目标:

- 1.培养学生的组织能力和应变能力
- 2.提升学生的商务素养

教学重难点:

会议开始、进行和结束时的各种英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part 3 Language Focus Follow-up practice

Divide the class into groups, with one chairperson in each group.

Get Ss to role-play the meeting according to the situation, referring to the outline. Ask a group to role-play the meeting in class.

Have other Ss comment on their performance and give suggestions for improvement.

Part 4 Viewing and Speaking Video 1 why are we here?

Pre-viewing

Divide the class into pairs.

Arouse Ss' attention to the problem confronting the company.

Ask Ss to discuss what a manager should do before and during the meeting and work out the proposed procedure of the meeting.

Have a few Ss share their ideas with the class.

Hints:

1) before the meeting, I would collect the statistics of the recent sales. The objective of the meeting and the agenda should be set. Moreover, I would inform the participants of the date, place, time, agenda, and objectives of the meeting and prepare all the files that need to be distributed to the attendees.

2) During the meeting, I would first present the purpose of the meeting. Besides, I would focus on the main issues and give every attendee a chance to contribute. A summary should also be made at the end of the meeting,

Post-viewing

Divide the class into groups. Ask Ss to list some points that the chairperson does badly and give the following tips as guidance if necessary.

Does the chairperson Prepare well for the meeting?

Explain the purpose of the meeting? Present an agenda?

Listen to the others? Prearrange relevant reports?

Try to encourage all members to give their opinions? Have a few Ss report to the class.

Part IV Video 1

Gregory Do you know why we are here?

Richard No. I have no idea. He just popped in and told me there would be a meeting at 3.

Amy I'm afraid it's about cuts.

Amy I saw him this morning and he's not happy.

Larry Bad news! I guess you've all seen last month's sales figure for the laptop X600.

Amy No, actually I haven't.

Richard Me, neither.

Larry Oh, well, there's a twenty-one percent drop from July.

Gregory Twenty-one percent? That's a disaster!

Amy I suppose you're going to blame my sales team.

Larry No, Amy. We are not going to blame anyone.

Larry Not today. We need to decide what we are going to do about it.

Richard Wait. Before we go on, can we have a look at these poor figures?

Larry Sorry, I'm not sure if I have... Ah, yes, I've got a few copies here.

Larry As you can see...

Amy Larry, I want you to know that it's not my fault!

My people have been working really hard to promote sales.

Larry Yes, yes, I know. But the fact is that the results are not good.

Richard Maybe we can change...

Amy You should trust your team! There are always ups and downs in sales!

Look, Amy. I do have confidence in my team! I have called this meeting to see what my team suggests we do!

Larry So shall we get on with it?

Larry I suppose we can start by finding out why we are having these poor results.

Larry Gregory, would you please give us an analysis of these figures?

Gregory Er... Sorry, I don't have anything prepared since I didn't know...

Larry Oh, well...

Key: Sharp august should not Gregory

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

3-3 会中与会后

教学目标:

能力目标:

能用英语自如的表达自己的意见。

知识目标:

1. 掌握同意和不同意的各种英文表达方式;

2. 掌握会议的流程

素质目标:

1. 培养学生的组织能力和应变能力

2. 提升学生的商务素养

教学重难点:

同意和不同意他人意见的各种英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part V Language Focus

Key: B B

Part VI

Video 2 what can we do?

Pre-viewing

Divide the class into small groups.

Get Ss to choose five most important tips for a successful meeting and at the same time, state their reasons.

Encourage Ss to argue if they don't agree with other members' choices.

Ask two or three group representatives to present their views in class and the rest to judge whether their selections are convincing enough.

Post-viewing

Divide the class into groups, with one chairperson in each group. Get Ss to role-play the meeting.

Walk around the classroom to check whether Ss can use appropriate language. Invite one group to act out their meeting in class.

Ask the rest of the class to comment on whether the chairperson in this group organizes the meeting well and whether this is a successful meeting.

Script:

Larry I'm sorry to have called this meeting at such short notice.

Larry Did you all get a copy of the sales figures?

George/Richard/Amy Yes.

Larry Good. So you have seen from my memo the purpose of this meeting. Firstly, we need to figure out the reason for the drop, and secondly, what we should do about it. It might not be easy, but I want to finish the meeting by 3:00.

George OK.

Richard/Amy Uh-huh.

Larry Now, Amy, what do you think?

Amy Well, there's a lot more competition out there now.

Larry That's true, but our prices are competitive.

Richard In my opinion, the salespeople are not very motivated.

Richard We need to do something to encourage them to get out there and sell.

Amy I think they're working pretty hard already.

But it's not hard enough, Amy! They need something to give them a bit of a push. What about the bonus system? How many sales people get bonuses now?

Amy Not many.

Larry Really? Why not?

Amy The sales quotas are pretty high.

Amy You have to make \$60,000 in sales. That's a lot.

Amy Most people average about \$45,000.

George Per month?

Amy Yes.

Richard Well, maybe we should lower our quotas.

Larry How's that going to motivate them, Richard? If we lower the quotas, it will be easier for the salespeople to reach them.

Richard So more people will get...

Amy I don't see the point. How's that going to increase sales?

Larry Let him finish.

Well, I think the quotas are just too high. The salespeople don't think

Richard they can reach them so they don't try. But, if someone is making, say, \$45,000, and if the target is \$50,000, then they'll work just a little bit harder to reach \$50,000.

George I see what you mean.

Larry And if they get a nice bonus at \$50,000 then they'll work even harder the next month.

Yes. You've got a good point! Let's come up with a proposal for lower quotas.

课堂小结:**课后作业:**

预习并尝试写出下一次课的音频/视频文本

4-1 预订机票和办理登机手续

教学目标:

能力目标:

1. 能听懂与订机票、航班和托运行李的相关英文表达方式;
2. 能按要求预订机票。

知识目标:

1. 了解预订机票和登机的基本流程和注意事项;
2. 掌握与订机票和托运行李的常用词汇和句型。

素质目标:

1. 培养学生的解决问题的能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

订机票和托运行李的常用词汇和句型

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part I warm-up

1)teaching tips:

introduce the concept of “ small talk ” .

Invite a few Ss to share their ideas with the class. List what Ss come up with on the board.

Hints:

Safe topics: weather,, holidays, current affairs Taboo topic: sex, religion, politics, income

2)teaching tips:

ask ss to think of the person they would probably get in touch with when they are in these situations, e.g. travel agent, airport information clerk, etc. and what they would say.

Have ss act out the possible conversation in each situation in pairs. Ask four pairs to act out conversation in each situation.

Hints:

To airport information clerk: can you tell me what time flight BZ 431 is going to depart? I?ve heard there?s going to be a delay..

To travel agent or airline office clerk :I?d like to reconfirm my reservation on flight TR 998 on Monday evening. The number of the ticket is

To travel agent or ticket office clerk: I?d like to fly to Bangkok on the 18th of next month. Can you tell me what the cheapest fare is, and when the flights are?

To train information clerk : I?ve heard that the 17:55 train is cancelled. When is the next train from, here to ?

Part II listening and speaking

Task 1 hotels for business travelers

Script:

Interviewer : so, what basic needs do business travelers have?

Kevin: one of the most important things is a quick check-in and check-out. after a long trip, It?s annoying to have to wait at the hotel reception for five minutes. Room service is also very important. Guests often stay in their rooms working and don?t have time to go out to be a restaurant, so they want their meal to be served in their rooms.

Interviewer: and what facilities are there in the room?

Kevin: well , nowadays communication facilities are essential, so things like a modem socket, where guests can plug their modems in , and a fax are very important.

Interviewer: yes, of course.

Kevin : the lighting is also very important .we've just spent a lot of money upgrading the lighting in our rooms. As I said, guests often spend their evenings preparing work, so they need good lighting at their desks.

Interviewer: and what about facilities in the hotel in general?

Kevin : the bars are important .corporate guest tend to spend more time in the hotel bar than tourists. It's very important to provide a business center, too.

Interviewer: what services does the business center provide?

Kevin : basic secretarial services such as photocopying and typing. Guests always find it helpful to have these kind of things organized for them.

Interviewer: right, and what about the distance to the airport and city center? Is that important?

Kevin : yes. We're in the east of London so we're near city airport. A lot of our guests have meetings in this area; they don't want to be near Heathrow airport or right in the city center. But it is easy to get to the center of London from here. It only takes about 15 minutes with our courtesy bus. And there's a river of taxis, as well.

Interviewer: are corporate guest interested in using your fitness center or swimming pool?

Kevin : not really. They're more popular with tourists.

1)key:

interested in getting in and out of the hotel as quickly as possible and working while they're here.

(C) 1 many guests like to eat in their rooms so they can .

watch TV while they eat

save money

do more work

(B) 2 the hotel rooms have .

low lighting for relaxation

bright desk lighting for work

bright lighting for the whole room

(B) 3 the business center at the hotel

is a self-service facility for copying and faxing

provides basic secretarial services such as photocopying and typing

recruits temporary secretaries during conferences

(C) 4 the hotel provides

bus service to the east of London

bus service to the city airport

bus service to the center of London

(A) 5 corporate guest

do not usually exercise during their stay

like to go swimming during their stay

like to use the fitness center during their stay

2)teaching tips:

list the four aspects that travelers might consider when choosing a hotel on the trip. Ask Ss to brainstorm from the four aspects.

Invite a few Ss to summarize from the four aspects. List what Ss come up with on the board.

Task 2 reviewing Receiving visitors

1)Script & key:

Receiving visitors is an important part of the receptionist's

1) daily routine in the office.

There is a certain procedure for receiving visitors. A receptionist should find out

2) whether the visitor has an appointment or not. If the visitor is an important client, the executive should come down to the reception area to

3) greet the visitor. Sometimes the receptionist or another secretary accompanies the visitor to the executive's office. The receptionist announces

4) the visitor's name, title and position, and introduces the executive to him/her.

When a visitor's request for a meeting cannot be satisfied, the receptionist should

4) apologize and make some suggestions for an alternative time. If a meeting is impossible, the receptionist should

6)express regret and explain why, with tact, so that the visitor's feelings are not hurt.

A receptionist should keep a register which includes

7)date, time, name, and the firm the visitor works for. It can be referred to when there is a request for information.

The receptionist should be polite, helpful, well-spoken, and always be

8) considerate and warm. When a visitor is waiting to see the executive, the receptionist should invite him/her to sit in an easy chair to wait. And if there is a delay, the receptionist should apologize, offer a cup of coffee or tea and

9) keep the visitor fully informed of the situation.

2)Teaching tips

Divide the class into pairs and allocate the roles.

Ask each pair to choose a situation to role-play, then change roles to role-play another situation.

Have three pairs perform the three situations respectively in class. Give comments and suggestions for improvement.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

教学目标:

能力目标:

1. 能对需要申报通关的物品办理通关手续;
2. 能听懂机场广播的航班信息。

知识目标:

1. 了解哪些物品需要申报通关;
2. 掌握与过海关相关的英文表达方式。

素质目标:

1. 培养学生的解决问题的能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

与过海关相关的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part 3 Language Focus Follow-up tips

Divide the class into pairs and have Ss choose the roles. Ask Ss to role-play according to the given situation.

Have a few pairs perform the role-play in class.

Invite other Ss to give comments and suggestions for improvement.

Language expression

About business travel

Inquiring about flights

Are the flights to London non-stop? Can I break my journey at Chicago? Can I stop at New York?

Does that flight go every afternoon?

Booking airline tickets

May I have a ticket to Chicago for February 12?

Can I book a flight to Shanghai on May 9th, please? I'd like to fly/go economy/first class.

About business visits

Asking for information about the visitor

Are you Miss Karolin from ABC Company? May I have your name, please?

Asking the visitor to wait

Wait a few minutes, please. I'll phone through his secretary. Take a seat, please. I'll ask his secretary to meet you.

Giving the visitor information

I'll let him know as soon as he returns.

The accountant is available now in the office.

The Sales Manager will be here on Friday morning. Mr. Jones is free at 15:00 this afternoon.

Apologizing for having kept the visitor waiting.

I'm sorry for the inconvenience. The Director is having lunch/an important client at the moment.

I'm sorry. Mr. Hopkins has gone out to attend the conference.

I'm sorry. The Sales Manager is always on business.

Expressing regret when someone is not available

I'm sorry, but the Managing Director's secretary is attending a conference. I'm afraid the Marketing Manager will be very busy all day.

Meeting the guest at the airport

Allow me to introduce myself. I'm Lin Hua.

My name is Wang Li. I'm from the United Textiles Corporation. I'm here to meet you.

Seeing off

Have a nice journey. And we look forward to hearing from you soon.

Don't forget to give me a ring when you arrive home. Give my best regards to

Small talk topics About travel

It was a bit rough.

I missed my connection. There were no problems.

About weather

Yes, it's lovely. Real November weather, sharp bright. About accommodation

The service is rather slow.

The rooms are a bit cramped.

Part 4 Viewing and Speaking

Video 1 Going through customs

Pre-viewing

1. Teaching tips:

*Showing Ss an abstract of “ PRC Customs Regulations on Clearance of Entering and Exiting Passengers. ” Highlight the information about -dfruetey and dutiable articles.

*Ask Ss to think of as many duty-free and dutiable articles as possible.

*Have a few Ss share their ideas with the class. Viewing

Script:

(George is going abroad on business. This is his first time traveling abroad. Now he is going through customs.)

Inspector: Good afternoon. May I see your passport, please? George: Of course, here you are.

Inspector: Thank you .What is the purpose of your visit-business or pleasure?

George: Business.

Inspector: I see. How long will you be staying in our country? George: About a week.

Inspector: Is this your first time in the country?

George: Yes. I've been invited by our business associates to attend a trade fair. Inspector: Fine. Is this all your luggage?

George: Yes, that's all my luggage, one suitcase and one bag.

Inspector: Do you have anything to declare?

George: I guess not. I mean I'm not quite sure about it. You see, this is my first time Inspector: I see. Well, would you mind opening your suitcase?

George: Oh, not at all. Inspector: Thanks.

(George opens his suitcase. The inspector is inspecting the suitcase, and now he looks at a bag.)

Inspector: What's inside the bag?

George: That's my laptop computer. Do I have to pay duty on it? Inspector: No, it's duty-free.

George: By the way, I'm carrying four packs of cigarettes for my own use. Are they dutiable?

Inspector: No, goods for personal use rather than commercial use are not subject to duty. And they are within the limit.

George: Good. And thanks for the information.

Inspector: All right. Here's your passport. George: Is that all the customs formalities?

Inspector: Yes. You're through now. Have a pleasant stay.

George: Thanks a lot.

Key:

what is the purpose of George's travel?

George's is traveling on business.

How long is he going to stay?

He will stay for about a week.

who has invited George to attend the trade fair?

He has been invited to attend the trade fair by his business associates.

What is in the bag? Does George have to pay duty on it?

His laptop computer is in the bag. It's duty-free.

5) Are the four packs of cigarettes that George has dutiable? Why or why not?

No, goods for personal use rather than commercial use are not subject to duty. And they are within the limit.

Post-viewing

Teaching tips:

Divide the class into pairs and have them choose the roles.

Ask Ss to role-play the situation and remind them to imitate some expressions in the video.

Ask one or two pairs to do the role-play in class.

Give comments and suggestions for improvement.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

4-3

预订房间

教学目标:

能力目标:

1. 能听懂跟酒店预订相关的表达方式;
2. 根据上司要求预订宾馆

3. 能询问宾馆的设备和提供的服务。

知识目标:

1. 掌握预订酒店的英文表达方式;
2. 掌握与宾馆设施和服务相关的英文词汇和句型。

素质目标:

1. 培养学生的解决问题的能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

宾馆设施和服务相关的英文词汇和句型

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Inquiring about hotel reservations

I'd like to book a room for two nights.

May I have a double room with the park view?

Inquiring about services

Do you offer wake-up call service for guests? When do you serve meals?

Asking about prices

I wonder what's the rate for a twin room, please.

What's the rate for the luxury suite from January 1st to 3rd? I'd like a moderately priced room.

Price is no problem. I'd like a well-equipped room.

Part VI Video 2

Receptionist 1 Good morning, Reservations. Can I help you?

Mary Good morning. This is Mary Woods calling from Canada. I'd like to book a room, please.

Receptionist 1 When would you like to stay?

Mary Oh, I'm sorry. I should have said, I want to make a reservation for my boss. He will be in London on the 23rd of this month.

Receptionist 1 Hang on. Let me check whether there are any vacancies.

Mary Thank you.

Receptionist 1 I'm sorry, miss. We're fully booked till the end of the month due to the trade fair. I'm very sorry we can't help you on this occasion. Thank you for calling.

Receptionist 2 Advance Reservations. How can I help you?

Mary Hello, I'd like to reserve a room for my boss. I wonder if you still have any rooms available.

Receptionist 2 When does your boss plan to stay here?

Mary From the 23rd to the 25th of this month.

Receptionist 2 Wait a minute. Let me see.

Mary OK.

Receptionist 2 Yes, we still have some rooms available. What kind of room would your boss like, miss?

Mary A single room with a private bath overlooking the park, preferably.

Receptionist 2 I'm sorry, miss. All the single rooms overlooking the park have been booked up.
How about a room with a side view? It overlooks a quiet street.

Mary That would be fine. What's the rate per night?

Receptionist 2 \$150 a night.

Mary What services come with that?

Receptionist 2 That includes breakfast and there is a colour television, an IDD telephone and a computer with Internet access.

Mary That sounds fine.

Mary By the way, is there an air conditioner in the room?

Mary It's hot these days, and my boss kind of hates being too hot.

Receptionist 2 Oh, yes. Every room has air conditioning.

Receptionist 2 Don't worry, miss.

Mary Thank you. I wonder, do you offer other services like laundry, food, etc.? My boss may need them.

Receptionist 2 Certainly. We provide room service, wake-up call, laundry, dry-cleaning, translation, ticket purchase, etc. and we have two restaurants and a bar that are open until midnight.

Mary I think he'll be glad to hear that. OK, thank you. I'll take it for him.

Receptionist 2 Very good. What's his name, please?

Mary Smith, John Smith -- J-O-H-N, S-M-I-T-H.

Receptionist 2 Thank you. Can you give me a contact number, please?

Mary 892-2239.

Receptionist 2 All right. So... a single room with a side view, for Mr. John Smith, from the 23rd to the 25th, two nights in total.

Mary That's right.

Receptionist 2 Thank you very much. We look forward to seeing Mr. Smith on the 23rd.

Mary Good. That's all settled then. Thank you, good-bye.

Receptionist 2 Goodbye.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

4-4

登记入住与退房

教学目标:

能力目标:

1. 能按照预订的房间进行登记入住;
2. 能询问客房服务;
3. 能结账退房。

知识目标:

1. 掌握与登记入住相关的英文表达方式;
2. 掌握与客房服务相关的英文表达方式;

3. 掌握与结账退房相关的英文表达方式。

素质目标:

1. 培养学生的解决问题的能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

登记入住与退房相关的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Checking in

I telephoned to make a reservation last week. My name is I have booked a double room in your hotel.

Let me check. Oh ,yes, Room 507 is reserved for you.

Yes, right, I have your name in the arrival/registration card? Here?s your key. It?s on the 9th floor.

The porter will take your luggage up. The bellboy will show you the way.

Checking out

I'm in Room 303. I will come downstairs to check out in a minute, would you get my bill ready?

Pre-viewing

1. Teaching tips:

*Divide the class into pairs and have Ss discuss the questions.

*Ask two or three Ss to share their answers with the rest of the class.

*Give comments and summarize Ss' ideas.

Hints:

first impressions help to build a friendly relationship, set a positive tone for the entire business experience and established a good image of your company

Viewing

Script:

(Mr. Lin and his secretary, Miss Wang .are waiting at the International Arrivals Hall at the airport. Mr. Lin holds a large sign reading “ welcome Ms. Jones ” and Miss Wang holds a bunch of flowers. Ms. Jones walks through the Green Exit. And then she sees the sign, waves, and goes toward them.)

Mr. Lin: Ms. Jones?

Ms. Jones: Yes, I'm Miranda Jones from Flora Garment Trading.

Mr. Lin: My name is Lin Hua, I'm the Sales Manager with Baiyun Sweaters Co. do Ms. Jones?

Ms. Jones: How do you do? It's very nice of you to come to meet me.

Mr. Lin: You're welcome. And may I introduce my secretary, Miss Wang? Ms. Jones: Sure. It's a pleasure to meet you, Miss Wang.

Miss Wang: The pleasure is mine. The flowers are for you. Ms. Jones.

Ms. Jones: Oh, thank you .they're beautiful. You're very kind.

Mr. Lin: How was your flight Ms Jones?

Ms. Jones: Very nice. The service on board was superb. And I managed a few hours' sleep,

so I feel fine now.

Mr. Lin: I'm glad to hear that. Oh, let me help you with your luggage.

Ms. Jones: Thank you. (Hands a suitcase to Mr. Lin.)

Mr. Lin: Is this your first visit to China?

Ms. Jones: No. But it's my first visit to Guangzhou. I hope it won't be my last.

Mr. Lin: I hope you will have a pleasant stay here.

Ms. Jones: I'm sure I will.

Mr. Lin: Our car is out in the parking lot. Shall we drive to your hotel now?

Ms. Jones: Yes, thank you. Let's go

Miss Wang: This way, please.

(they walk out of the Hall and head for the parking lot and then drive to the hotel.)

Miss Wang: Here we are, Ms. Jones. This is the White Swan Hotel. We've reserved a room for you on the 6th floor with a balcony overlooking the park.

Ms. Jones: Thank you very much. It's very considerate of you. Miss Wang: Well, that's the least we could do.

(in the hotel room)

Mr. Lin: This is your room, Ms. Jones. Is it OK?

Ms. Jones: Oh, yes, it's lovely, very cozy and well-decorated! It's really very thoughtful of you to have arranged it for me.

Mr. Lin: Not at all.

Miss Wang: You must be very tired after your long trip. Is there anything else we can do for you?

Ms. Jones: No, thanks. Not at the moment.

Mr. Lin: Then we'll be leaving now so that you can settle in. After all, we'll have enough time for business during the next three days.

Ms. Jones: Thank you.

Mr. Lin: You're welcome. We'll contact you tomorrow morning.

Ms. Jones: See you then.

Mr. Lin & Miss Wang: See you!

Key:

F1) Ms. Jones is from Flower Trading.

T2) The service on Ms. Jones' flight was very satisfactory. F3) It is Ms. Jones' first visit to China.

F4) Miss Wang brings some flowers for Ms. Jones as a present. And Ms. Jones gives something in return.

F5) Ms. Jones didn't sleep during the flight but she still feels fine.

F6) Ms. Jones' room is on the 6th floor with a balcony overlooking a beautiful lake.

T7) Ms. Jones thinks that her room is cozy and well-decorated

F8) Mr. Lin wants to talk about business with Ms. Jones right away because they don't have enough time.

T9) Ms. Jones will stay in Guangzhou for three days.

F10) Mr. Lin will contact Ms. Jones the next afternoon.

Post-viewing

Teaching tips:

*Divide the class into pairs and have Ss take the roles.

- *Have Ss think of the appropriate topics for small talk.
- *Ask Ss to role-play in pairs.
- *Invite two pairs to act out their dialogs in class.
- *Invite other Ss to give comments and suggestions for improvement.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

5-1

接待步骤及礼仪

教学目标:

能力目标:

能进行接待来宾的准备

知识目标:

1. 了解接待礼仪;
2. 掌握接待的步骤;
3. 掌握与来宾交谈的小话题。

素质目标:

1. 培养学生的团队合作能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

与来宾交谈的小话题

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Business profile

Receptionist

The work

Most organizations employ receptionists. For example hotels, factories, hospitals, school. Etc.

Skills and interests

Be outgoing and confident Have a smart appearance

Have good communication skills

Be able to stay calm under the pressure Be courteous, but firm

Be efficient and well organized

Be able to work on your own Have basic computer skills

Be able to use office equipment

Be interested in the work of the organization

To be a receptionist you should:

have a smart appearance;

have good communication skill, both spoken and written

be able to stay calm under pressure at busy times
 be courteous (有礼貌的), but firm, when dealing with difficult, impatient or distressed people
 be efficient and well organized
 be able to work on your own
 have basic computer skills
 be able to use office equipment such as switchboards, fax machines and photocopiers
 be interested in the work of the organization

Part 1 Warm Up

Work in pairs. Choose the proper word to fill in each blank in the following dialogue.

(A visitor unexpectedly arrives at the office. Miss Green, the receptionist, has never met him before.)

Mr. Williams: Is this Mr. Smith's office?

Receptionist: Yes, that's right. Can I be of any 1) _____ (assistance, assistant)?

Mr. Williams: I'd like to see Mr. Smith, but I haven't got a(n) 2) _____ (disappointment, appointment), I'm afraid.

Receptionist: Mr. Smith is 3) _____ (engaging, engaged) at present. May I have your name, sir?

Mr. Williams: My name is Sam Williams.

Receptionist: May I ask which company you come from?

Mr. Williams: I come from ABC Company.

Receptionist: And is there anything 4) _____ (particular, spectacular) you want to talk to Mr. Smith?

Mr. Williams: Yes, I'd like to talk to him about a new product our 5) _____ (firm, form) has recently developed.

Receptionist: I'm sorry, Mr. Williams. I'm afraid Mr. Smith can't see you today. He's 6) _____ (in, at) the middle of a meeting at the moment. You can 7) _____ (stay, leave) your card here. Perhaps he can arrange a 8) _____ (future, farther) appointment with you.

Mr. Williams: All right. Thank you.

Receptionist: You are welcome.

Script:

1. Excuse me, sir, but are you Mr. John Alan from New York?
Oh, yes, I'm John Alan from the New York Trading Company.
2. Is this your first trip to China?
No. We visit China frequently. But this is our first visit here in Guangzhou.
3. Did you have any trouble finding us?
No problem at all. The map you sketched for me is excellent.
4. What was the weather like when you left?
Pretty cold. It was only six degrees when I left home.
5. How was your trip?
Fine. Everything went very smoothly. Thank you.
6. How's the hotel?
Very comfortable. Thank you.
7. I suppose this weather must be a bit of a shock to you.
It is a bit. It was below zero back in the States.
8. Have you found somewhere to stay?
Not yet. Could you recommend somewhere?
9. Have you got a room with a view?
Unfortunately not. All I can see is the street.
10. Fine weather, isn't it?
Yes, it's lovely.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

5-2

在公司接待来宾

教学目标:

能力目标:

能规范得体地接待来公司拜访的来宾

知识目标:

了解在公司接待的步骤;

掌握在公司接待各环节的英文表达方式

素质目标:

培养学生的团队合作能力;

培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

在公司接待各环节的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Receiving visitor at the office

Things to do:

1. 询问访客姓名及目的 Asking for visitor's name and visiting purpose

M: Good morning, sir. May I help you?

V: Hello. Can I see Mr. Richard now?

M: Have you already made an appointment, sir?

V: No. I'm afraid not. But I have got sth. urgent to discuss with Mr. Richard.

2 联系受访者, 请访客稍候 Contacting the interviewee, asking visitor to wait

M: May I ask your name, please sir?

V: David Johnson of Trading company.

M: Can I ask what you wish to see him about, Mr. Johnson?

V: Well, I've found a problem in the contract he asked me to examine the day before yesterday.

M: I see. Would you please have a seat and wait for a moment, Mr. Johnson? Mr. Richard is occupied at the moment. I'll tell him you are here and see if he could meet you right now.

V: Thank you.

3. 如不能约见, 告知原因, 并可再约时间 If a meeting is impossible, expressing why and making suggestions for another meeting

带领访客 Escorting visitor

M: Mr. Johnson, please go right in. Mr. Richard is in his office now.

V: Thank you.

Useful sentences

1 接待来访 receiving visitor

☐ Good morning, may I help you?

☐ Is there anything I can do for you?

☐ Have you already made an appointment, sir?

2. 询问访问者姓名及目的 asking for visitor's name and visiting purpose

☐ Has anything come up?

☐ Can I ask what you wish to see him about?

Popular sentences in Making a self-introduction

1. May I introduce myself?

Hello, I'm Hanson Smith.

Excuse me, I don't think we've met. My name's Hanson Smith.

How do you do? I'm Hanson Smith.

First let me introduce myself. I'm Peter White, production manager.

My name is David. I work in the marketing department.

Popular sentences for introducing another person

1

Jane, Tom. Tom, Jane.

Jane, this is Tom, Tom, this is Jane.

Jane, I'd like you to meet my friend Tom.

Jane, have you met Tom?

Jane, do you know Tom?

Jane, this is Tom. He's a friend from college.

Jane, Tom is the guy I was telling you about.

Do you know each other?

Have you two met ?

Have you two been introduced?

Allow me to introduce Professor Linda Ferguson of Harvard University.

Let me introduce our guest of honor, Mr.David

Morris.

If you want to be introduced to the author, I think I can arrange it

Sending regards and polite chatting after being introduced.

I'm pleased to meet you, Kathy. You're doing a great job. The division's finances are in top shape.

It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.

I think I heard a lot about you.

Mr Wang has told me a lot about you.

It's very nice to finally meet you, Mr. Mitchell after so many phone calls and faxes. I'd like you to have my business card.

I've been wanting to meet you for some time. 很久以来我一直想见你。

It is lighted to make your acquaintance. 认识你我觉得非常荣幸。

It's a privilege to know you. 认识您是我的荣幸

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

5-3

机场接机并安排入住酒店教学目标:

教学目标:

能力目标:

能为机场接机做好准备;

能跟来宾进行愉快的交谈;

能为来宾安排满意的酒店

知识目标:

了解机场接机的准备工作;

掌握与来宾交流的一些小话题及英文表达方式;

掌握来宾下榻酒店的一些常用词和句型

素质目标:

通过分组做项目, 培养学生具有团队合作的意识

教学重难点:

机场接机并安排入住酒店的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

how to meet your guest at the airport or station?

Make sure the arrival time of the guest's vehicle before going to receive the guest

Arrive at the destination half an hour earlier. Then contact the information desk of the

Airport (or the railway station).

Before the guest comes out, stand at the visible place where passengers exit, with receiving sign held high in the hand. On the sign, there should be the name of the guest and the place where he or she comes from

Meeting at the airport

1. 确认对方身份并作简要的自我介绍 Confirm the information of the visitor and making introduction

2. 询问对方旅途是否愉快 asking about the journey

3. 与对方确认一下接下来的时间安排

Confirming the schedule

Useful sentences

1 确认对方身份

□ Excuse me! Are you Mr. Johnson?

确认后，有礼貌的打招呼并简要说明自己的身份

□ How do you do, Mr. Johnson, my name is Tom Lee, the sales manager of ABC company.

□ No sir, I'm not (Mr. Lin). I'm Liu Yang, sales manager at ABC Trading. Mr. Lin asked me to come and meet you, because he was unexpectedly tied up this morning. He is very eager to meet you, and sends his warmest regards.

□ We've been expecting you. I'm Lili, the secretary for the manager, Mr. White.

2. 关切询问对方旅途情况

对方经过长时间旅途，旅途劳累，此时若能关切询问一下旅途情况，有助于建立亲切感，并给对方留下好印象。

How was your trip?

Did you enjoy your trip?

Did you have a pleasant trip?

3. 与对方确认行程安排

接到客人后，可与客人确认接下来的行程：如是否需要一起用餐，是否想要游览或参观。

(1) I came to pick up you to your hotel

(2) Let's go, let's get you checked in at the hotel.

(3) Would you like an informal dinner with us tonight?

(4) just to confirm- you know that tomorrow's meeting is set for 10 a.m., at our office? I'll pick up you at the hotel at 9.15 a.m..

(5) By the way, are there any sights you'd like to see while you're here? I'd be happy to show you around.

(6) So you need a good rest after such a long flight. We don't stand in your way.

(7) It's very nice of you, but truthfully I'd rather spend a quiet evening at the hotel getting

ready for tomorrow's meeting.

课程延伸 2- Saying goodbye/farewell

Popular farewell sentences for the host

So you are leaving tomorrow? 您明天就要走了

How time flies!

It's a pity you are leaving so soon.

By the way, have you packed your luggage?

What else can I do for you?

Well, it's getting late. I think you'd better have a good rest tonight. You'll be having a tiring journey tomorrow.

I do hope you'll come in the near future.

Is there anything I can do for you before your departure?

I really expect you'll come some day.

Have a good journey

Popular farewell sentences for the guest

I am going back tomorrow, and I am coming to say good-bye to you.

Mr. Wang, you are such a nice young fellow and you have been taking good care of me ever since I first visited Shanghai.

Thank you for all the trouble you have taken. You and the others have been very considerate and helpful.

(Answer: It's very kind of you to say so. But really, I don't think I have done nearly enough./Don't mention it. It's my pleasure to help you Mr Brown.)

Thank you so much for seeing me off at the airport.

Thank you again for your consideration during my stay here.

You are welcome/Not at all/ It was my pleasure to work with you.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

6-1

预订座位、发出邀请

教学目标:

能力目标:

1. 能听懂外出就餐的相关英文表达方式;
2. 能预订座位、发出邀请;
3. 能熟练运用所学知识与他人交流。

知识目标:

掌握预订座位和发出邀请的常用表达方式。

素质目标:

1. 培养学生的团队合作能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

预订座位和发出邀请的常用表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Business profile

Basic table manners

Manners in every country are different. What is polite in China may not be polite in the United States. These basic rules will help you enjoy western food with your American friends. Always put the napkin on your lap first. Before you leave the table, fold your napkin and put it beside your plate.

As the meal is served, use the silverware farthest from the plate first. When eating something in a bowl, do not leave the spoon in the bowl. Put it on the plate beneath the bowl. Soup, as well as all American food is eaten quietly. Do not slurp the soup. The soup spoon is used by moving the spoon away from you. Do not over fill the spoon. The bowl may be tipped slightly away from you to allow the last bit of soup to be collected on the spoon. Do not pick the bowl up to hold it closer to your mouth. When you have finished your meal, place your knife and fork side by side on the plate. This signals that you have finished eating.

Wait until everyone has been served to begin eating. Everyone begins to eat at the same time. The host or hostess may invite you to start eating before everyone is served. Some foods may be cold if you are required to wait until everyone is served. If invited to begin before others are served, wait until three or four people have been served before starting to eat.

While eating, remember not to talk with your mouth full of food.

During the meal, the host or hostess will offer you a second helping of food. Sometimes they will ask you to help yourself. When they offer you food, give a direct answer. If you refuse the first time, they might not ask you again.

At the table, ask others to pass you dishes that are out of your reach. Good phrases to know are: “ Please pass the ” o r “ Could you hand me the , please? ” If asked to pass the salt to someone, you should pass both the salt and pepper which are placed on the table together. Hand the salt and pepper to the person seated next to you. Do not reach over the person next to you to pass anything to others.

Sit up straight at the table. Bring the food up to your mouth. Do not lean down to your plate. Cut large pieces of meat, potatoes and vegetables into bite size pieces. Eat the pieces one at a time. When eating spaghetti, wind the noodles up on your fork. You may use your spoon to assist in winding the noodle on your fork. The spaghetti on your fork should be eaten in one bite. It is very impolite to eat half your noodles and allow the other half to fall back on your plate.

Some foods may be eaten with your fingers. If you are not sure if it is proper to eat something by picking it up with your fingers watch what others do before doing so yourself. Examples of foods which can be eaten with your fingers include: bacon which has been cooked until it is very crisp; bread should be broken rather than cut with a knife; cookies; sandwiches; and small fruits and berries on the stem. Most fast foods are intended to be eaten with your fingers.

Do not lean on your arm or elbow while eating. You may rest your hand and wrist on the edge of the table.

In America, people do not use toothpicks at the table. Some of the rules mentioned here may be somewhat relaxed in informal settings. The best way to learn good manners is to watch

others. Observe the way your western friends eat. This is the best way to avoid making mistakes when you are unsure of what to do.

2. Listening Practice Task 2-2

Waitress: Good afternoon, are you ready to order now?

Ivan: Yes.

W: Would you like a starter?

Tina: I'd like prawn crackers, and you, Ivan? I: I want the soup, please.

W: OK, prawn crackers and soup. And what would you like for the main course?

I: What do you recommend?

W: Today's speciality is the chicken. It's very good.

I: Fine, I'll have that, and you, Tina?

T: The same for me, please.

W: And would you like any desserts?

I: I don't like dessert. Maybe an ice cream for you, Tina? I know it's your favourite, isn't it?

T: Oh, no. It's used to be my favourite, but now I'm on a diet. I'm trying not to eat too much food, you know.

W: OK, on desserts. What would you like to drink, then? T: A glass of red wine for me, please.

I: I'd prefer beer.

W: OK, would you like any soft drinks? T: What do you have?

W: We have various canned and bottled drinks like coconut drink, Coca-Cola, fresh juices such as orange juice, grape juice and tea and coffee.

I: I'd like a cup of coffee, please, and you, Tina?

T: Fresh grape juice, please.

W: All right. Please wait for a few minutes. I'll be back soon with your orders. T: Thank you.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

6-2

点菜、评菜、祝酒及结账

教学目标:

能力目标:

能用英语介绍菜式, 进行评菜、祝酒和结账;

能熟练运用所学知识进行席间交流

知识目标:

掌握点菜、评菜、祝酒和结账的相关英文表达方式;

了解来宾的饮食习惯和饮食禁忌。

素质目标:

培养学生的团队合作能力;

培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

点菜、评菜、祝酒和结账的相关英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part 3 Language Focus

Follow-up practice

Teaching tips:

Ask Ss to note down the key points of the business dinner.

Divide the class into pairs. Get Ss to allocate the roles.

Ask Ss to role-play .

If time allows, ask Ss to swap roles and role-play again.

Invite a pair to act out the dialogue in class.

Give comments and suggestions for improvement.

Part IV Viewing and Speaking

Video 1

(W for Mr. White, H for Harry)

H: Good morning, Mr. White. How is your room?

W: Very comfortable and quiet. We 're all very happy with the facilities and services here.

H: I 'm glad to hear that. Now, I 'm here just to tell you that we 'll be having a dinner party tomorrow evening. We 'd like to invite you all to come.

W: Oh, how nice of you! We 'd be delighted to come.

H: Here 's the invitation.

W: Thank you.

H: Then I 'll send somebody to pick you up from the hotel lobby at six tomorrow evening. Is that all right?

W: Yes. That 's fine. Thank you. H: See you then.

W: See you.

H: Welcome, everybody! Mr. White, I 'm glad you 've come. W: It 's very kind of you to have invited us.

H: Please sit down. I hope the food we 've ordered will be to your liking.

W: Thank you very much for such a splendid dinner.

H: Please help yourself, everybody.

W: Thank you. It certainly looks delicious.

H: Mr. White, you 'll be leaving soon. Has your trip to this fair been fruitful?

W: Yes, there 's a really wide range of goods on display and most prices are acceptable.

H: Have you found anything that particularly interests you?

W: Yes, we 're interested in your items A6D and A6F. The designs are original. I 'm sure th quite popular with young customers in our country.

H: Yes, you 're right. Items A6D and A6F are our latest designs. They 're also very popular with young consumers here. I 'm sure they 'll sell well in your market, too.

W: We hope so!

H: All right, gentlemen, may I propose a toast to our continued friendly co -operation?

W: I couldn't agree more. Cheers!

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

6-3 中西餐礼仪

教学目标:

能力目标:

能按照中西餐礼仪安排来宾就餐。

知识目标:

了解中西餐就餐习惯及中西餐饮文化的不同;

掌握中西餐礼仪的相关英文表达方式。

素质目标:

培养学生的团队合作能力;

培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

中西餐礼仪的相关英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part V Language Focus B

Follow-up practice

Teaching tips:

Ask Ss to note down the key points of the business dinner.

Divide the class into pairs. Get Ss to allocate the roles.

Ask Ss to role-play .

If time allows, ask Ss to swap roles and role-play again.

Invite a pair to act out the dialogue in class.

Give comments and suggestions for improvement.

Part VI Viewing and Speaking

Video 2

Script

(W for Waitress; L for Lin Qiang; R for Mr. Rashid; H for Mr. Hart)

W: Good evening, sirs. Welcome to our restaurant.

L: Good evening.

W: Do you have a reservation?

L: Yes, the name is Lin Qiang.

W: Let me see... Oh, yes, we 've been expecting you, Mr. Lin. Please come this way.

W: Is this table all right?

L: Oh, terrific! It 's by the window, and quiet too. It 's exactly what I want because we to discuss. Thank you, miss.

W: Not at all. Please make yourselves comfortable. I 'll be back with the menus and the tea.

L: Thanks.

W: Please excuse me for a while. I'll be right back to take your order.

W: Are you ready to order now, sirs?

R: Sorry, we're still looking at the menu.

L: Waitress, you see, my guest Mr. Rashid is a Muslim, so he doesn't eat pork, and Mr. Hart is a vegetarian. Could you recommend something for us?

W: Certainly. How about fish for Mr. Rashid? Our Sweet and Sour Fish is very popular with our customers. You can see it here on the menu.

R: Er, It looks good.

W: It tastes good, too. Believe me! R: Fine, I'll take it, then.

W: OK, Sweet and Sour Fish. Anything else?

R: Some vegetables please, but I'd like to leave the choice to the order two gentlemen.

W: All right. Mr. Hart, do you care for bean curd?

H: Oh, yes. It's very nutritious.

W: Yes, and it's delicious, too. Bean Curd en Casserole is one of our specialties. Would you like to try it?

H: Good.

W: Bean Curd en Casserole. As for vegetables, we've got a choice of mushrooms, Chinese cabbage, chestnuts, bamboo shoots, carrots, potatoes

H: I'd like to have mushrooms and bamboo shoots, please. By the way, please don't go easy garlic.

W: No problem. Mushrooms and bamboo shoots. And yourself, Mr. Lin?

L: Sichuan Chicken Cube-lets, please.

W: And what to follow?

L: That's it for now.

W: OK. Would you like something to drink?

L: Mr. Rashid, Mr. Hart, what would you like to drink?

R: Orange juice please.

H: The same here.

L: OK, orange juice for three, please.

W: Very well, sir. You've ordered one Sweet and Sour Fish, one Bean Curd en Casserole, one Mushroom, one Bamboo Shoots, one Sichuan Chicken Cube-lets and three orange juices. Please wait a moment. I'll bring them straight away.

L: Thanks.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

7-1

公司介绍准备工作

教学目标:

能力目标:

能根据听众的需求进行公司介绍。

知识目标:

了解公司介绍如何开头，掌握其常用的英文表达方式；

掌握问候和自我介绍的英文表达方式。

素质目标:

培养学生的团队合作能力；

培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

公司介绍如何开头常用的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:**Business profile**

Organization of the information

Delivery of the information

Use of language Audience Participation

Types of company

Company

corporation

Firm

Enterprise

Township enterprise

State-own enterprise

Privately-owned enterprise

Wholly owned foreign enterprise

Foreign capital enterprise

Sino-foreign joint venture

Multinational corporation

Group corporation

Limited corporation

Parent company

Subsidiary affiliate company Partnership

Share holding company

Listed quoted company

Cooperation

Industrial corporation

Consulting corporation

Part 1 Warm-up

A. Divide the class into small groups. Ask Ss to change ideas within the group.

B. Encourage ss to use different expressions of giving advice.

If I were you/if I were in your position/if I were in your shoes, I would How about/What about/Have you thought about ?

Why don't you ?

You should perhaps You'd better

It might help if you

I don't think you should

C. Encourage Ss to suggest: 1) what preparations a presenter needs; 2) effective stress or stage fright relieving methods.

D. Have a few Ss report their ideas to the class.

E. Make comments and a summary.

Hints:

Get back in control.

Prepare beforehand, e.g. write down everything that needs to be said and then read it out; make brief notes of main points and refer to them when needed; practice making the presentation to a friend or colleague, etc.

Control negative thoughts.

Do some physical exercises to control stress. eg. deep breathing.

Divide the class into pairs.

Have each pair choose two logos they are familiar with and talk about the history, location type, etc. of the companies.

Have the rest of the class guess the name of the companies.

Part II Listening and Speaking

Key:

Products leading global first connecting London car

Address audience PR department information china 2 5 minutes Largest first china 1977
california

42000 11 billion 1989

Teaching Tips

Divide the class in pairs. Ask Ss to exchange ideas about what they know about Oracle.

Get Ss to work out an introductory presentation on Oracle individually, referring to the finished Company Profile.

Ask Ss to present the introduction to their partner.

Ask two Ss to give the presentation to the whole class.

Invite other Ss to give comments and suggestions for improvement.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

7-2

公司介绍的结构

教学目标:

能力目标:

能根据不同的听众进行侧重点不同的公司简介，突出公司的优势。

知识目标:

了解从哪些方面进行公司介绍;

掌握关于公司历史、业务范围、营业额、产量等的英文表达方式;

掌握连接各部分的过渡性语句。

素质目标:

培养学生的团队合作能力;

培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

关于公司历史、业务范围、营业额、产量等的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:**Part 3 Language Focus Follow-up practice****Teaching tips:**

Ask Ss to choose either of the two cards.

Get Ss to give an introductory presentation, referring to the expressions in Language Focus. Ask two students to give the presentation in class.

Give comments and suggestions for improvement.

Part 4 Viewing and speaking**Video 1 Making a start****Pre-viewing**

Divide the class into groups of four, with one note taker in each group.

Ask Ss to exchange ideas within the group and ask the notes taker to note down the ideas of the group members.

Invite two or three note takers to report the results of their group discussion.

List the ideas Ss come up with on the board. See if other groups have something to add.

Post-viewing

Go through the structure of the introduction part of a presentation with the class. Divide the class into groups of three. Ask each student to choose a different situation.

Tell Ss to discuss and put together the “ four pieces ” for the introduction part of their presentation:

- what about?
- How long?
- Main parts or sections
- Q & A? When?

Get Ss to take turns to give an introduction to their group members.

Encourage Ss to use the expressions in language focus. Arouse awareness of language formality and audience features appropriate in different situations.

Ask a few Ss to give the introduction to the whole class.

Invite other Ss to note what they like or dislike about each introduction. Give comments and suggestions for improvement.

Video 1

Geoff Bolton

Hello, and welcome to Standard Electronics.

I'm Geoff Bolton, the Factory Manager in charge of the plant you'll be seeing today.

I know you have come a long way today, so we aim to make your tour both interesting and worthwhile.

Before we start the tour, I'd like to give you a brief presentation about the company.

It will last about 15 minutes and I'll be using the flip chart.

Since there's quite a lot to cover, I'd be grateful if you'd hold any questions until the end of my talk.

As you can see, I've divided up my presentation into three main parts. Geoff Bolton First of all, we'll run briefly through the history of the company.

Secondly, I'll tell you something about our main markets -- this is important in understanding the production process.

And finally, I'll come to the people -- our most important asset. Geoff Bolton OK! Let's start with the history.

Standard Electronics started out as a private limited company when it was first established in 1985.

Key: A c d e f g

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

7-3

流程及注意事项

教学目标:

能力目标:

1. 能根据流程对一家公司进行介绍;
2. 公司介绍时,能有条理、表达清楚、适当的使用肢体语言和视觉辅助物。

知识目标:

1. 了解公司介绍的流程及注意事项;
2. 掌握相关的英文表达方式。

素质目标:

1. 培养学生的团队合作能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

公司介绍相关的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Video 2 What is the point?

Pre-viewing

Divide Ss into group of three or four. Ask them to

- 1.rank the severity;
- 2.compare their ranking with other group members;
- 3.give explanations;
- 4.change ranking if convinced;

Ask students to use different expressions of agreeing and disagreeing.

Ask one student to give his/her ranking before and after discussion. Ask him/her to explain the changes if there are any.

Encourage Ss to think of other factors that lead to failed presentations.

Post-viewing

Divide the class into groups of three.

Ask Ss to reorganize Joan Copper's presentation in a logical and clear framework with help of the flow chart.

Ask Ss to divide the presentation into three parts, i.e. ,beginning, body, conclusion, each group member

dealing with one part.

Choose two or three groups to give the whole presentation.

Invite other groups to give comments and suggestions for improvement,

PART 5 Case Analysis

Teaching tips:

Ask Ss to take detailed notes while listening.

Divide the class into groups of four. Tell Ss to put themselves in an investor's shoes before they start the discussion.

Make sure group members share floor time, and encourage the silent ones to jump in more often.

Choose two or three Ss to give a report on their group discussion. Make comments and a summary.

For homework, ask Ss to prepare their own presentation of a few business idea.

Script:

Good afternoon and thank you for coming here today. As you know, we've been working on our great ideas directory-the Great ID- for almost a year, and now, it's finally ready to launch it online, if the investment plan goes ahead. We'd like to talk to you about the ideas we've come up with and the part we hope you'll play in supporting us.

There are a lot people out there inventing new products and new services. How can they get finance? Where can they find advice? The great ID, that's where. The great ID website is the place where inventors meet investors throughout the world. There are many sources of funding

First, I'm going to talk about the research we did, who we talked to and what they told us. Then

we'll look at the solutions we found and what the website has to offer. Then I'll say something about development costs

So, to conclude, this website brings invention and investment together in one place, and I hope you'll agree that the great idea is itself a great idea. Thank you for listening. Do you have any questions?

Hints :

The presentation could sound more attractive and persuasive if the presenter changes the emphasis of her presentation.

Investors are driven by either greed or fear. The greed is, of course, the size of the profits they will get on their investment and when they will get it. The fear is from competition which might put them out of business before they get the profit.

When promoting a new business idea, investor's concern should not be ignored. They might like to see right at the beginning what the profit would be before getting on to the details of how the idea is going to work.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

7-4 介绍公司业绩

教学目标:

能力目标:

1. 能熟练运用图形图表对一家公司的业绩进行介绍;
2. 公司介绍时, 能有条理、表达清楚、适当的使用肢体语言和视觉辅助

知识目标:

1. 理解描述图形图表的基础词汇;
2. 了解商务有关图表中相关事务速度及程度变化的英语表达。
3. 掌握描述图表, 介绍公司业绩的交流技巧

素质目标:

1. 培养学生的团队合作能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

描述图表, 介绍公司业绩的表达法

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Business profile

want to know about company performance annual report

description

format of annual reports chairman statement balance sheets

what is a balance sheet used for

An Annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry. Companies listed on a stock exchange are also required to report at more frequent intervals (depending upon the rules of the stock exchange involved).

Typically annual reports will include:

Chairman's report CEO's report

Auditor's report on corporate governance Mission statement

Corporate governance statement of compliance Statement of directors' responsibilities Invitation to the company's AGM

as well as financial statements including:

Auditor's report on the financial statements Balance sheet

Statement of retained earnings Income statement

Cash flow statement

Notes to the financial statements Accounting policies

Other information deemed relevant to stakeholders may be included, such as a report on operations for manufacturing firms or corporate social responsibility reports for companies with environmentally- or socially-sensitive operations. In the case of larger companies, it is usually a sleek, colorful, high gloss publication.

Listening Practice

Task 1

The pie graph shows the breakdown of different parts in the inventory. As you can see, PE26A, the latest series, takes up the biggest share of our inventory, at 45 percent. Second is the CF53M series, at 32 percent. About 10 percent of our inventory is taken up by the PE27A and another 10 percent by the CF54A. The smallest part of our inventory is the PA46M series, which is the oldest product we produce. It now takes up only three percent of the inventory.

Task 2

(1) Sales remained flat through 2015.

(2) In 2016, sales went up steadily.

(3) In 2017, sales of the Jeep V6 rose dramatically. At the end of that year, sales reached a peak of 21,600.

(4) In 2018, gas prices were up and sales were down, and the sales figures dropped by 1,700 to 19,900.

(5) The manager is referring to Graph B

Keys:

Part 1

Bar chart line graph pie chart area chart

Caed b

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

8-1

产品描述

教学目标:

能力目标:

能对产品的质量、性能、风格、工艺等进行详细的描述。

知识目标:

掌握产品描述的常用语;

了解从哪些方面进行产品描述。

素质目标:

培养学生的团队合作能力;

培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

对产品的质量、性能、风格、工艺等进行详细的描述的英文表达法

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

1.Importance of the presentation

A product presentation is an important part of selling a product to prospective customers. In many cases, this will be the customer's first introduction to your product and potentially your company. Proper preparation is vital to presenting your product in the best light possible.

2.Considerations before presentation

- Introduction--- Introduce yourself and the main points to be covered by the product presentation. This is where you want to attract your audience and tell them what is in it for them.

- Positioning--- Successful product has a unique technology or positioning that sets them apart from other products on the market. You are supposed to introduce this aspect of your product so as to let your audience know how your product is different and why they should listen to the rest of your presentation. Use this as an attention getter.

- Product description---Clearly describe your product in terms that your audience will understand. It

may be helpful to have a chart showing the product's components. You'd better give the audience a frame of reference for the features and benefits that they are going to see. Show how the product interfaces with other products or systems they may be using.

•Examples/successes--- At this point in the presentation your audience should be familiar with your product and why it is different from and/or better than other similar products on the market. In order to drive this point home, use examples of how your product is being used and how customers have benefited or will benefit from the product.

•Closing argument--- This is your opportunity for a “ call to action ”
”Yo. u should summarize your presentation, reiterate the points of the presentation, and ask your audience to do something, if that is the purpose of your presentation.

3.Other Helpful Hints

PartI Warm-up

1)Teaching tips:

1 Ask Ss to discuss in pairs what they would like to know when they buy a digital camera. Have each pair give a point in turn.

1 Ask Ss to role-play the conversation between a purchaser and a salesperson. 1 Invite one or two pairs to act out their conversation in class.

Hints:

1 What is the size of the product?

1 How many colors does it come in? 1 How heavy is it?

1 What are the main features of it?

1 How much does it cost?

1 How long is the warranty?

2)Teaching tips:

Divide the class into pairs.

Introduce the activity by asking Ss what is important when buying electronic products. Try to elicit some of the considerations, e.g. warranty, delivery, maintenance, functions.

Draw Ss' attention to how things are compared if they are different.

Ask Ss to choose a product to describe to their partner, emphasizing its differences from the other product of its kind.

Ask a few pairs to report to the class.

PartII Listening and Speaking

Task1 An introduction to Honda ASIMO robot Honda ASIMO Robot Specification

Features:

1st ASIMO: (Compared to P3)

1) smaller and lighter

more 2) people-friendly designed more advanced walking technology simple

operation

an expanded range of 3) arm movement

New ASIMO: (Compared to 1 st ASIMO)

Taller and 4) heavier

can talk alongside 5) its controller

can move carts and other objects around 6) at will has a(n) 7) total controlsystem

more agile can run at 6km/h, and 8) turn while running

2. Teaching tips:

1 Introduce the concept of “ target customer”.

1 Ask Ss to work in pairs to figure out the target customers of ASIMO robot. 1 Ask a few pairs to present their answers in class.

Hints:

Target customers refer to the specific group of customers that a company aims to capture. They are identified as people with needs and wants that can be met with the products or services from the company. Generally speaking, target customers refer to customers who are interested in your product.

Possible target customers of ASIMO robot: large-size enterprises, hi-tech companies, rich people...

Task 2 A videophone Key:

Appearance: small and elegant

User-friendliness:easy to set up: all you need is a touch-tone phone; as easy to use as making a normal telephone call

Special features: full-color motion video; adjustable picture setting; good audio quality; preview mode; privacy mode

Methods of promotion : on a special offer

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

8-2 产品比较

教学目标:

能力目标:

1. 能对同类产品进行比较;
2. 对客户提出的关于产品的问题进行专业详细的回答。

知识目标:

1. 掌握进行产品比较的常用表达方式;
2. 掌握关于询问产品和进行回答的英文表达方式。

素质目标:

3. 培养学生的团队合作能力;
4. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

询问产品和进行回答的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Part III Language Focus

Follow-up practice

Teaching tips:

Ask Ss to brainstorm some aspects to consider in order to make a good presentation (body language, speed, voice visual aids, language, humor, length...).

Study the chart which shows the structure of a product presentation.

Ask Ss to work out presentation according to the information of Task 1, PartII, referring to the expressions and words in Language Focus.

Invite a few Ss to give the presentation in class.

Give comments and suggestions for improvement.

Language expansion

Describing specifications and features of products

The length/width/height/thickness/depth is 70cm.

The computer desk is 90*50*70cm

It's diameter is 80cm

The robot weighs only 43kg.

It looks like an apple.

This purse is made of genuine leather.

The machine is easy to operate.

Comparing products

This computer runs much faster than that one.

On-site service for the laptop is not as cheap as that for the desktop.

This car will save 10% on your fuel costs than that one.

Asking for product information

What's its length/width/height/thickness/depth?

How big/heavy is it?

What's the volume of this container?

How can I pause the machine?

What are the main features of your product?

What are the specifications?

What's special about this model? | How much does it cost?

Part IV Viewing and Speaking

Video 1 Which one is better?

Pre-viewing

1. Teaching tips:

Ask Ss to think of a list of characteristics that a good sales representative should have.

Have each student tell one characteristic in turn.

List the characteristics Ss come up with on the board.

Hints:

Good qualities of a sales representative: easygoing, eloquent, sociable, adaptable, technically proficient, etc.

Viewing Post-viewing

Teaching tips:

Have Ss learn how to operate a photocopier before they come to class.

Ask Ss to brainstorm the parts and buttons of a photocopier.

Ask Ss to study together how a photocopier works.

Ask Ss to role-play the demonstration between a salesperson and a customer in pairs, referring to the expressions provided.

Have one or two pairs act out the demonstration in class.

Part IV Video 1 Script

David Brown Good morning.

Helen White Good morning. Have you got the Canon iR2270 photocopier?

David Brown Yes, madam. It's right here.

Helen White Great! How much is it?

David Brown Let me see... iR2270, hmm, \$2450. Helen White Woo, it's not cheap!

David Brown Yes, the price is a bit high, but it makes the best copies in the shortest time.

David Brown It has been the best seller for 3 months.

Helen White I know it's good. We have one in our office. But I'm afraid my boss won't like the price.

Can you give discounts for bulk? We want to buy 4 of them.

David Brown In that case, we can cut the price to \$2330.

Helen White \$2330... That's about a 5% discount. Right?

David Brown Yes, that's the lowest price we can offer.

Helen White OK. How long is the warranty? One year?

David Brown Three years from the date of purchase.

Helen White Good. How about its after-sales service?

You know, photocopiers have jamming problems all the time. It's a real nuisance!

David Brown I can assure you that you won't have much problems with this model. Besides, we offer free on-site service for the length of the warranty.

David Brown And then \$150 a year after that.

If there's something wrong with the machine, just contact us. We'll send a technician over as soon as possible.

Helen White Good. And what about the guarantees?

Well, there's a 7-day money-back guarantee if you're not satisfied with the machine.

David Brown Or if you have any problems, just bring it in and you can have a refund.

Helen White Fine. Oh, one more thing. How soon can you deliver them to our office?

David Brown Well, I'm afraid there's a slight delay on orders at the moment.

David Brown We could send them to you at the end of the month.

Helen White You mean we have to wait for 3 weeks!

David Brown I'm afraid so.

Helen White That will be too late! We need them next week.

David Brown Er, how about this one, iR2010? We have plenty of this in stock.

David Brown If you place the order now, you can have them by tomorrow at noon.

Helen White I don't know. How does it compare with iR2270?

David Brown They are a similar size and have similar functions.
The only difference is iR2270 can print 22 copies a minute, while iR2010 prints 2 copies less.

Helen White That doesn't matter. How much is this one? David Brown \$2200 each, if you buy 4.

Helen White \$2200. That's...

David Brown That's \$130 less than the iR2270.

Helen White Sounds not bad. I think we could have these.

David Brown Do you want to place the order now?

Helen White Yes. But can you first show me how it works?

David Brown Sure. You see these buttons here?

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

8-3 产品介绍流程

教学目标:

能力目标:

能够按照产品介绍流程和相关要素系统规范地进行产品介绍

知识目标:

1. 掌握产品介绍相关的英文表达方式。
2. 掌握询问产品信息的英文套句

素质目标:

1. 培养学生的团队合作能力;
2. 培养学生吃苦耐劳的精神和踏实的工作作风

教学重难点:

产品介绍相关的英文表达方式

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

Video 2 It does more than you expect!

Pre-viewing

1. Teaching tips:

1 Divide the class into small groups.

1 Ask each group to choose a cellphone to talk about. Have different groups choose different brands and models of cellphone.

1 Ask each group to make a list advantages and disadvantages of the cellphone.

1 Have the owner of the cellphone demonstrate some key functions of it to the other group members. 1 Call on some group representatives to introduce their cellphone in class.

Viewing Key:

1.

(C) 1. What's NOT being introduced in the presentation?

A. price. B. Specifications. C. Warranty.

(B) 2. How does the Fora 1300 compare to the SAMSUNG i700?

A. It's cheaper. B It's smaller. C. It's lighter.

(B) 3. Which of the following statements is NOT true about the Fora 1300?

A. It can be used to browse the Internet.

B It will be launched on January 15 th next year.

C. It's a type of PDA 2.

Features of the Fora 1300

1 It's small enough to 1) fit right in the palm of your hand. 1 It incorporates a small, yet functional physical keypad.

1 It makes both a great PDA and a cellphone. 1 It can store up to 2) 1,000 contact names.

1 It allows you to browse on the Web.

1 It allows you to perform certain tasks that 3) you would normally need a computer for.

1 It has normal features such as a clock, alarm, reminders, stopwatch, calculator, games, tone composers, etc. 1 It has a built-in 4) camera and 5) speakerphone.

Post –viewing

Teaching tips:

Divide the class into groups of three, with one salesperson and two customers.

Ask Ss to read the information.

Explain the words and technical terms related to a digital camera to Ss.

Bring a camera to class.

Ask the salesperson in each group to “ sell ” the product to the customers.

Have a few groups perform the selling in class.

Ask the rest of Ss to choose the most convincing salesperson.

Part V

Key: C B C

Part VI Video 2 script

Hello! Am I late?

No, it's 5 to 9.

Good! Have you seen the brochure on the desk? Yes!

Thank you all for making it here. I know you are busy at this time of the year. Can I take this opportunity to wish you all a merry Christmas!

Merry Christmas! Merry Christmas!

So, everybody's here! Good, then I'll get started.

I've invited you here today to present to you the latest model of our smart phone --
I would like to briefly run through the 3 Ps for the new model -- The Product, The Place and The Price.

Please stop me whenever you've got a question.

To start with, I'll focus on the features of this new model. Please look at the screen. This is the picture of Fora 1300 and its functions.

You see, it's small enough to fit right in the palm of your hand.

It measures 11.2 X 6.0 X 2.2 cm, including the 2 cm antenna,
just slightly larger than a mobile phone and yet it incorporates a small, yet functional physical keypad.

Isn't it too tiny to use?

Well, you can try it when we finish. You'll find it surprisingly easy to use. The screen is 4.5 cm X 4.5 cm.

This phone makes both a great PDA and a cellphone.

You can make phone calls and store up to 1,000 contact names. And you can also browse on the Web.

It's reliable for light duty.

It allows you to perform certain tasks that you would normally need a computer for.

For example, when you are in a meeting and someone needs a figure that you know you have received in an e-mail,

you can download the e-mail and view the spreadsheet and give the figure.

Then you may find yourself rather grateful that your smart phone is more than a cellphone and a PDA.

Of course, it has all the normal features such as a clock, alarm, reminders, stopwatch, calculator, games, tone composers, etc. Plus a built-in camera and speakerphone.

In a word, it has just about everything you can think of and it does more than you expect! OK.

Now, let me move on to the next point -- The Place.

I mean, how we are going to distribute the product and where.

The launch date for the Fora 1300 will be January 1st, next year so that it will definitely be in the shops in time for the present-buying season at Spring Festival.

It will be in stock in all retail outlets throughout the country by then.

We will also be making the phone available by mail order and online, with a guaranteed 6 days delivery.

Pricing comes along with the product going on the market. At present, the new model will retail at \$499.

That should be quite a reasonable price considering the quality and the advanced features. Right, I'll stop there. I hope you've got a clearer picture of the Fora 1300.

And I hope you will be 100% behind this model.

Sure, but how does this model compare to our biggest competitor, SAMSUNG i700? Good question, Philip. Well, it's smaller in size, and the screen is brighter.

The battery lasts longer, and most important of all, it's more user-friendly. Is it competitively priced?

It's set at the same price as SAMSUNG i700.

It's still a bit more expensive than some products of its kind. It's difficult to get people to pay \$500

for a phone.

That's true! I know a high price can stop people from considering our product, but we're offering discounts and free Spring Festival gifts.

That's good. The competition gets tougher every year.

课堂小结:

课后作业:

预习并尝试写出下一次课的音频/视频文本

最后一次课

教学目标:

能力目标:

1. 能够清楚地进行各个项目的操作
2. 能够明确未来职业发展目标和方向

知识目标:

1. 掌握各项目中的主要业务思路和常用表达法
2. 掌握各项目常用到的商务文体

素质目标:

培养学生具有良好的职业道德和身心素质以及创新能力;

教学重难点:

各项目中的主要业务思路和常用表达法

教学方法:

交际教学法 小组讨论法 情境模拟法 角色扮演法

教学步骤:

1.课程的性质与定位

商务英语视听说教程是我院国际经济与贸易专业开设的一门公共基础必修课,其教学安排在第二学年两个学期进行讲授。

本教程以“应用为先,能力为本”为指导思想,按照高职高专商务英语教学大纲和BEC初、中级的要求,结合我院培养外语实用技能的人才培养目标的要求,贯穿英语听说技能在商务活动中的实际应用的基本理念,以培养复合型英语应用人才为出发点,提高听力技巧和口语交际能力;帮助同学们取得国际商务英语中级资格证书和具备相关的英语从业资格。

4. 课程目标

(一) 总体目标:

本课程遵循内容与听说技巧并重的原则,重视各项微技能和综合技能的训练。通过专门的听力技能训练和口语练习,提高学生抓住大意、听取细节的能力,能听懂并且会说语速适中的英语日常生活交谈,以及不超过所学语言知识的讲座,能够抓住讲话和交谈的中心大意,理解主要内容,并能辨别说话人的态度和语气。以示范学习方法,鼓励知识积累,促进学生听力的发展和口语的提高,为培养学生全面的英语交际能力奠定良好的听力和口语基础的同时使学生进一步体会英语听说学习过程中的美感与快乐。

(二) 素质目标:

- 1).具备文字理解能力、语言表达能力、观察能力与分析能力;
- 2).具备自主学习能力、自我管理能力;

- 3).具备沟通能力、组织协调能力;
- 4).具备良好的职业道德。

(三) 知识目标:

- 1). 基础知识: 掌握常用词汇和常用句型, 语音、语调知识等;
- 2). 语言文化: 理解异国的文化习俗, 风土人情、人生百态等;
- 3). 策略知识: 掌握认知策略及学习策略知识等。

(四) 能力目标:

- 1). 能积极与他人进行英语交流
- 2). 在商务交际场合中, 能用英语进行思维;
- 3). 能分析不同民族在思维、文化与商务习惯上的差异;
- 4). 能够听懂、预测日常交际内容, 抓住中心大意,
- 5). 能辨别说话人的态度与语气并能流畅、准确、得体的进行日常交际。

5. 课程内容

序号	模块(项目)或子项目名称	学时
1	参加企业面试	6
2	打商务电话	6
3	参加商务会议	6
4	商务旅行	8
5	接待来宾	6
6	商务会餐	6
7	介绍公司	8
8	介绍产品	6
合 计		52

4.课程的重点与难点

重点: 熟悉词汇、常用的英语表达的基础上, 提高听力速度; 并掌握公司企业日常商务活动方面的话题等, 并将听说二者技能结合起来, 提高口语表达的能力。

难点: 怎样在具体的商务情境中, 快速融入情境对话, 运用所学的理论知识, 进行实践性的口语交际? 怎样做好理论知识的学习、日常训练与实际商务情境中的就业岗位的密切结合?

5.考核内容与方法

商务英语听说课是一门考试课, 我们会申请考试改革, 采用百分制的计分方式, 分数的判定分为四部分:

- 1).出勤及平日表现成绩占 30%。主要包括学生的出勤率、课后作业的完成。
- 2).听力成绩占 25%。包括最终听力成绩。
- 3).期末口语测试占 45%。这部分包括四个等级,
0-15 分的学生, 态度不够端正, 发音较差, 不能独立完成对话, 英语口语停留在初学者的层次;
15-25 分的学生, 发音存在错音、漏音, 语调较好, 对话完整性较差, 熟练

程度不高；

25-35 分的学生，语音面貌较好，能够正确的掌握发音技巧，话题所采用的语言表达更加的规范和准确，熟练程度高；

35-45 分的学生，

语言表达流畅、地道，发音准确，准备充分，主题更加突出、鲜明，并在对话中加入自己的观点和相关话题的英语表达。

4).期末英语听说成绩=考勤成绩 30%+听力成绩 25%+期末口语测试 45%。