SJQU-QR-JW-013（A0）

**上 海 建 桥 学 院**

 外贸函电\_课程教案

周次 1 第1次课 学时 2 教案撰写人马丽

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| 课程单元名称 | **第一单元：英语商业信函的格式 Unit 1 Layout of a business Letter** |
| 本次授课目的与要求**了解现代商业信函信封和信件常见格式** |
| 教学设计思路  以具体信函为例，激发学生体会外贸信函文体特点，再以课件为辅助手段总结知识点。 |
| 本次教学重点与难点1. **商业信函信封(The envelope)的书写格式和注意事项**

**商业信函（Business Letters）的基本结构和注意事项** |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| 1. **课程简介、学习目的与考核方法 10分钟**
2. Course introduction about Business English Correspondence
3. The general content of this course
4. The purpose for learning this course
5. Assessment method
6. **商业信函信封的书写格式与要求 20分钟**

Two types of business letter’s envelope (20 minutes)Blocked style (平头式)Indented style (齐头式) |  |
| 1）: Giving students two sample letters and encourage them to tell the blocked from the indented. 2）: Explaining the differences between the two typesand instruct students to read some sample envelopes (on PPT and on page 2 of textbook). 3）: Reminding students of the address written order and familiarize them with the expressions of different mail ways.1. **商业信函的组成部分和基本格式 45分钟**

The basic components of English business letters (45minutes)1. The components of business letters

（1）: Explaining the general meaning of the sample letterson PPT（2）: Pointing out the components of the letters on the b basis that students understand the main idea of the given letters（3）: helping students to understand the components by emphasizing the relevant contents on page 4—6.（4）: Concluding essential components and optional parts (on PPT)1. The 3 basic forms of business letters

(1): Giving students 3 sample letters which shows 3 forms as follows: 1. Full-blocked form
2. Semi-blocked form
3. Indented form

( 2): Instruct students to figure out the form of each letter **4.部分练习题的课堂互动完成 15分钟** Doing some exercises by interacting with students1） Addressing two envelops in English2) Finishing some textbook exercises | 讲课为主 双语讲学结合提问，回顾并巩固已学过的国际贸易实务相关知识 |
| 课外复习、预习要求及作业布置1. Review unit 1

2. Preview sentence patterns and sample letters of unit 2.  |
| 课后反思 | 通过本节学习，使学生了解并掌握商业信函信封与信函的书写格式、基本结构及各部分具体内容 |

周次 2 第 1 次课 学时 2 教案撰写人马丽

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| 课程单元名称 | **第二单元 建立业务关系Unit 2 Establishment of Business Relations** |
| 本次授课目的与要求**结合4封样信的学习，熟悉并掌握与本章节有关的句型以及写作步骤** |
| 教学设计思路以具体信函为例，激发学生体会外贸信函写作步骤，再以课件为辅助手段总结知识点，讲练结合 |
| 本次教学重点与难点**注意信函写作步骤，运用所讲句型做信函翻译练习** |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| 1. **Learning about the new expressions and useful sentences (30 minutes)**

(1): Selecting some active students to translate the language points related to sample letters.( 2): explaining the difficult language points by giving the specific examples1. **Explaining the meaning of four sample letters （40 minutes）**

( 1): Arranging group discussion to figure out what each letter mean?( 2): Inviting some representatives to announce their  Translation.( 3): Explaining the writing processes of the letter1. Information source
2. Self-introduction
3. Expressing wishes/ or writing purpose
4. Asking for/ Sending product materials
5. Looking for reply
6. **Doing consolidation activity (20 minutes)**
7. Asking students to retell the sample letter with the help of the words clue/ or given words
8. Encouraging students to do the oral translation of the useful sentences and important phrases.
 | 讲课为主 双语讲学结合提问，回顾并巩固已学过的国际贸易实务相关知识 |
| 课外复习、预习要求及作业布置课外书面作业：1. Exercise VI （正常情况下30-45分钟可完成） 2 Translation exercises of two additional letters |
| 课后反思 | 通过本节学习，学生应掌握并运用有关句型和信函的习作步骤 |

周次 3 第 1 次课 学时 2 教案撰写人 马丽

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| 章节名称 | **第三单元 询盘和回复Unit 3 Enquiry and Reply** |
| 本次授课目的与要求**结合4封样信的学习，要求学生能熟悉并掌握本单元常用句型和写作步骤** |
| 教学设计思路以具体信函为例，激发学生体会外贸信函写作步骤，再以课件为辅助手段总结知识点，讲练结合 |
| 本次教学重点与难点**如何掌握并能熟练运用本单元常用句型并独立书写一篇商务信函** |
| 教学内容提要及时间分配 | 教学方法与手段设计 |
| **1. 学习4封样信** **Explaining one sample letter about enquiry ( 40 minutes)**1. Encouraging students to find out the sentences showing the writing purpose
2. Analyzing the writing processes of the enquiry letter

Information source and expressing wishes1. Expressing interests in the products
2. Self-introduction
3. Asking for the catalogues and the possible discounts
4. Looking for reply

**2. 学习与本单元有关的短语和句型** **Learning the important phrases and useful sentences of this unit （30  minutes）**1. i. Giving the detailed explanation and the examples

ii. Encourage some students to translate or guess the meanings 1. Pointing out the language features reflected in the sentences

**3. 做课堂互动练习** **Doing consolidation activity （20 minutes）**1）Asking students to retell the sample letter with the help of the words clue/ or given words2） Encouraging students to do the oral translation of the useful sentences and important phrases. | 讲课为主 双语教学结合提问，回顾、巩固已学过的国际贸易实务相关知识 |
| 课后反思 | 通过本节学习，学生应学会与“询盘”有关的写作步骤和课堂讲授的常用句型 |