**上 海 建 桥 学 院**

中级商务英语 课程教案

周次 1 第1次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Introduction of the course and the textbook | |
| 本次授课目的与要求  To prepare the students for the new semester  To introduce the teaching arrangements and requirements  To demonstrate basic structure of the course and the textbook | | |
| 教学设计思路  To help students get ready for the new semester  To familiarize students with the new style of task-based class teaching | | |
| 本次教学重点与难点  Introduction of the new arrangements and requirements  The importance of autonomous study | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.The teaching arrangements and requirements （40 minutes)  3.Relevant parts in textbook (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening) | | |
| 课后反思 |  | |

**上 海 建 桥 学 院**

中级商务英语 课程教案

周次 2 第2次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Company structure (1) | |
| 本次授课目的与要求  To learn how a company is structured and what is a company organizational chart  To learn how to make a presentation  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand relevant business background and knowledge and grasp English skills in these business occasions. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business occasions  The basic elements and importance of organization chart | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.Introduction of the company structure and organizational chart  (20 minutes)  3.Doing exercises in textbook (20 minutes)  4.Explaining exercises in textbook (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 3 第3次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Company structure (2) | |
| 本次授课目的与要求  To allow students a chance to demonstrate their understanding of the topic of previous session  To comment on the presentation given by students | | |
| 教学设计思路  By making presentations on different companies, students will enhance their understanding of the basic organization of an enterprise. | | |
| 本次教学重点与难点  To help students apply what has been taught in their presentation  To produce good PPT  To make presentation effectively and naturally | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.Presentation time for students (40 minutes)  3.Comment and discussion (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media  Presentation |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 4 第4次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Company structure (2) | |
| 本次授课目的与要求  To learn how to start a company, especially from the factors of getting a loan or an investment  To learn how to make a presentation and the negotiating skills  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand relevant business knowledge and grasp English skills in these business situations. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  The factors of getting a loan or an investment and how to start a company | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.Introduction of how to start a company, especially from the factors of getting a loan or an investment (20 minutes)  3.Doing exercises in textbook (20 minutes)  4.Explaining exercises in textbook (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 6 第5次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Company structure (2) | |
| 本次授课目的与要求  To allow students a chance to demonstrate their understanding of the topic of previous session  To comment on the presentation given by students | | |
| 教学设计思路  By making presentations on how to start a company, students will enhance their understanding of the factors of getting a loan or an investment when someone wants to start a company. | | |
| 本次教学重点与难点  To help students apply what has been taught in their presentation  To produce good PPT  To make presentation effectively and naturally | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.Presentation time for students (40 minutes)  3.Comment and discussion (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media  Presentation |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 7 第6次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Company structure (3) | |
| 本次授课目的与要求  To understand the description of future strategy and trends for a company  To know factors considered in the strategic development of a business  To learn basic discussing skills  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand how to describe the trends and strategies of a company and grasp English discussing skills. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  Description of future strategy and trends for a company  Factors considered in the strategic development of a business | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.Introduction of description of future strategy and trends for a company and actors considered in the strategic development of a business  (20 minutes)  3.Doing exercises in textbook (20 minutes)  4.Explaining exercises in textbook (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 8 第7次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Company structure (3) | |
| 本次授课目的与要求  To allow students a chance to demonstrate their understanding of the topic of previous session  To comment on the presentation given by students | | |
| 教学设计思路  By making presentations on how to start a company, students will enhance their understanding of the description of future strategy and trends for a company and factors considered in the strategic development of a business. | | |
| 本次教学重点与难点  To help students apply what has been taught in their presentation  To produce good PPT  To make presentation effectively and naturally | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Warm up (5 minutes)  2.Presentation time for students (20 minutes)  3.Comment and discussion (20 minutes)  4.Quiz: listening task (45 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media  Presentation |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 9 第8次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (1) | |
| 本次授课目的与要求  To understand the basic knowledge of international business such as import control, exchange rate and so on.  To learn some discussion and speech making skills  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand the basic knowledge of international business so that they can understand the basic knowledge of essays on international trade. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  Basic knowledge of international business such as import control, exchange rate and so on. | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Introduction of description of the basic knowledge of international business (20 minutes)  4.Doing exercises in textbook (20 minutes)  5.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 10 第9次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (2) | |
| 本次授课目的与要求  To understand how to arrange a teleconference and the elements of it  To know communication skills on telephones, emails.  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand how to arrange a teleconference and the elements of it. Try to help the students to communicate fluently on business telephones and emails. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  How to arrange a teleconference and the elements of it | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Introduction of how to arrange a teleconference and the elements of it  (20 minutes)  4.Doing exercises in textbook (20 minutes)  5.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 11 第10次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (3) | |
| 本次授课目的与要求  To understand how to make an order and know the order process  To cultivate the students’ ability of interviewing, summarizing, analyzing  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand how to make an order and know the order process. Try to help the students to cultivate the ability of how to make an order and know the order process. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  How to make an order and know the order process | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Introduction of how to make an order and know the order process  (20 minutes)  4.Doing exercises in textbook (20 minutes)  5.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 12 第11次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (4) | |
| 本次授课目的与要求  To understand online sales  To discuss the concerns when choosing products or services  To help the students ability to accumulate data and samples  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students understand online sales. Help the students to more deeply understand the concerns when choosing products or services. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  Online sales  Concerns when choosing products or services | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Introduction of online sales (10 minutes)  4. Discussion of the concerns when choosing products or services (10 minutes)  5.Doing exercises in textbook (20 minutes)  6.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 13 第12次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (5) | |
| 本次授课目的与要求  To know how to be a good salesperson  To know the sales skills and item-related knowledge  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students to know how to be a good salesperson, and to know the sales skills and item-related knowledge. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  How to be a good salesperson  The sales skills and item-related knowledge | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Discussion on how to be a good salesperson (1) (10 minutes)  4. Discussion on the sales skills and item-related knowledge (10 minutes)  5.Doing exercises in textbook (20 minutes)  6.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
| 课后反思 |  | |

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中级商务英语 课程教案

周次 14 第13次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (6) | |
| 本次授课目的与要求  To know how to be a good salesperson  To know the sales methods and policies in a company  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students to know how to be a good salesperson, and to know the sales methods and policies in a company. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  How to be a good salesperson  The sales methods and policies in a company | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Discussion on how to be a good salesperson (2) (10 minutes)  4. Discussion on the sales methods and policies in a company  (10 minutes)  5.Doing exercises in textbook (20 minutes)  6.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
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中级商务英语 课程教案

周次 15 第14次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (7) | |
| 本次授课目的与要求  To know how to do promotions in a company and the methods of promotions  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students to know how to do promotions in a company and the methods of promotions | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  How to do promotions in a company and the methods of promotions | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**   1. Presentation time for students (15 minutes)   2. Comment and discussion (10 minutes)  3. Introductions of how to do promotions in a company and the methods of promotions (20 minutes)  4.Doing exercises in textbook (20 minutes)  5.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review the key points taught in this period  Do task-related exercises in textbook (reading & listening)  Prepare for the demonstration of chosen task in next period | | |
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中级商务英语 课程教案

周次 16 第15次课 学时 2 教案撰写人：李晓峰

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| 课程单元名称 | Selling and buying (8) | |
| 本次授课目的与要求  To understand ethical issues in business  To know the stages in a whole process from production to consumption  To do relevant exercise in textbook | | |
| 教学设计思路  Based on the material provided in textbook, help students to understand ethical issues in business and know the stages in a whole process from production to consumption so that they are able to realize the importance of business compliance in their future work. | | |
| 本次教学重点与难点  Reading, listening and oral practices in relevant business situations  Ethical issues in business | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| **Teaching Content**  1.Presentation time for students (15 minutes)  2.Comment and discussion (10 minutes)  3.Introductions of ethical issues in business (10 minutes)  4.Discussion of the stages in a whole process from production to consumption (10 minutes)  5.Doing exercises in textbook (20 minutes)  6.Explaining exercises in textbook (25 minutes)  **II. Time Allotment** 2 periods of 45 minutes | | **Teaching Methods and Means**  Analysis  Discussion;  Multi-media |
| 课外复习、预习要求及作业布置  Review all the knowledge learned in this semester and prepare for the final exam. | | |
| 课后反思 |  | |