上海建桥学院课程教学进度计划表

**一、基本信息**

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| 课程代码 | 0020116 | 课程名称 | 英语阅读（2） |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 臧玉洁 | 教师邮箱 | 12038@gench.com |
| 上课班级 | 商英18-1,2 | 上课教室 | 二教305 |
| 答疑时间 | 时间 : 周二5,6节 地点: 高职学院118 电话： | | |
| 主要教材 | 《新编商务英语（第二版）阅读教程2）》, 虞苏美、张春柏总主编， 高等教育出版社，2011 | | |
| 参考资料 | 1. 《新编剑桥商务英语（中级）》教师用书（英） 休斯（Hughes,J.）著，  北京：经济科学出版社，2009.1  2. 《商务英语阅读教程2》，谢文怡编，上海外语教育出版社，2010  3. 《商务英语选读》，马丽主编，上海外语教育出版社，2004 | | |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | Unit 1 Text A Advertising  1. Definition of advertising  2. Types of advertising  3. Considerations in choosing media. | Lecture and Discussion | Home Reading & Exercises |
| 2 | Unit 2 Text A Money and its functions  1. The medium of exchange  2. Other functions of money  3. Different kinds of money | Lecture and Presentation | Home Reading & Exercises |
| 3 | Unit 2 Text B Are we headed for the Cashless Society?  1.The concept of electronic banking  2.What is EFTS and its three parts | Lecture and Presentation | Home Reading & Exercises |
| 4 | Unit 3 Text A Steps in entering business in China  1. The steps for foreign enterprise entering China  2. The difficulties a foreign enterprise may be faced | Lecture and Discussion | Home Reading & Exercises |
| 5 | Unit 3 Text B KFC China’s Recipe for Success  1. The reasons for the success of KFC China  2. Advantage and disadvantage of the Chinese fast food | Lecture and Presentation | Home Reading & Exercises |
| 6 | Unit 4 Text A Marketing and Selling to Chinese Businesses(1)  1. Chinese attitudes toward marketing and Sales  2.How Chinese companies want to be approached | Lecture and Discussion | Home Reading & Exercises |
| 7 | Unit 4 Text B Marketing and Selling to Chinese Businesses(2)  1. What western suppliers should communicate to Chinese customers  2. How to create an effective approach | Lecture and Presentation | Home Reading & Exercises |
| 8 | Unit 5 Text A The job search   1. Two stages for job search   1)Making contact  2)Preparing the essential written materials | Lecture and Discussion | Home Reading & Exercises |
| 9 | Quiz  Unit 5 Text B Women need not apply  1. Prejudices against women  2. Why is the second person used in the telling of the story? | Lecture and Presentation | Home Reading & Exercises |
| 10 | Unit 6 Text A Protecting against economic loss(1)  1. What is insurance?  2. Self-insurance | Lecture and Discussion | Home Reading & Exercises |
| 11 | Unit 6 Text B Protecting against economic loss(2)  1. The cost of insurance  2. Types of insurance | Lecture and Presentation | Home Reading & Exercises |
| 12 | Unit 7 Text A Management: Its Meaning and Purpose   1. The definition of management 2. The four functions of management | Lecture and Discussion | Home Reading & Exercises |
| 13 | Unit 7 Text B Wal-Mart’s Magic Moment  1. The features of management of Walmart  2. The reasons for the increasing sales of Walmart | Lecture and Presentation | Home Reading & Exercises |
| 14 | Unit 8 Text A Accounting  1. Definition of accounting  2. Managerial Accounting  3. Financial Accounting | Lecture and Discussion | Home Reading & Exercises |
| 15 | Unit 8 Finance: Basic Concepts  1. The functions of Financial Management  2.Assets and liabilities  Review | Lecture and Presentation | Home Reading & Exercises |
| 16 | Examination | Closed-book Exam |  |

**三、评价方式以及在总评成绩中的比例**

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| 总评构成（1+X） | 评价方式 | 占比 |
| 1 | 随堂考查（闭卷/纸笔测） | 55% |
| X1 | 课堂小测验（闭卷/纸笔测） | 15% |
| X2 | 课堂小测验（闭卷/纸笔测） | 15% |
| X3 | 读书报告（课外阅读完成） | 15% |

任课教师：臧玉洁 系主任审核： 日期：年 月 日