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 | 0020147 | 课程名称 | 英语阅读(3) |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 张晶晶 | 教师邮箱 | [crystal22j@163.com](mailto:crystal22j@163.com) |
| 上课班级 | 商英1701，1702 | 上课教室 | 四教405 |
| 答疑时间 | 时间 :周一 5、6 地点:9312 电话：68130948 | | |
| 主要教材 | 《新编商务英语（第二版）阅读教程3）》， 虞苏美，张春柏总主编， 高等教育出版社，2011 . | | |
| 参考资料 | 《新编剑桥商务英语（高级）》教师用书（英） 休斯（Hughes,J.）著，北京：经济科学出版社，2009.; 《实用商务英语阅读》，丁丽军编，电子工业出版社，2005.; 《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 Pricing (I)  1. Importance of Price  2. Factors Affecting Pricing | 讲课 + 小组讨论 | Home Reading & Exercises |
| 2 | Unit 1 Text B Pricing (II)  1.How does government control the pricing activities of businesses  2. Goals of Pricing | 讲课 + 小组汇报 | Home Reading & Exercises |
| 3 | Unit 2 Text A Aspects of Culture(I)  1. Values  2. Customs | 讲课 + 小组讨论 | Home Reading & Exercises |
| 4 | Unit 2 Text B Aspects of Culture(II)   1. Cultural Symbols 2. Language | 讲课 + 小组汇报 | Home Reading & Exercises |
| 5 | Unit 3 Text A The Marketing Mix：The Four Ps   1. The Four Ps    1. Product    2. Price    3. Promotion    4. Placement 2. The Right Combination | 讲课 + 小组讨论 | Home Reading & Exercises |
| 6 | Unit 3 Text B Burger King Revamps Its Image   1. Burger King’s New Advertising Campaign 2. Other Changes Contribute to the New Burger King Image | 讲课 + 小组汇报 | Home Reading & Exercises |
| 7 | Unit 4 Text A Promotion   1. What is Promotion 2. Several Promotional Methods    1. Personal Selling    2. Mass Selling    3. Sales Promotion | 讲课 + 小组讨论 | Home Reading & Exercises |
| 8 | Unit 4 Text B Sales Promotion Methods   1. Point-of -Purchase Advertising 2. Specialty Advertising 3. Trade Show 4. Samples, Coupons, and Premiums 5. Contests 6. Trading Stamps | 讲课 + 小组汇报 | Home Reading & Exercises |
| 9 | Unit 5 Text A Types of Salespersons   1. Oder Getters 2. Order Takers 3. Support Personnel | 讲课 | Home Reading & Exercises |
| 10 | Unit5 Text B Marge, a Top-notch Salesperson   1. Understand Marge’s Story as a Top-notch Sales Person 2. The Reasons that Contribute Marge’s Success in Selling | 讲课 + 小组汇报 | Home Reading & Exercises |
| 11 | Unit 6 Text A Logistics   1. The Development of Logistics 2. The Eight Trends can be Identified in   Logistics | 讲课 + 小组讨论 | Home Reading & Exercises |
| 12 | Unit 6 Text B Physical Distribution   1. Importance of Physical Distribution 2. Physical Distribution System | 讲课 + 小组汇报 | Home Reading & Exercises |
| 13 | Unit 7 Text A Developing China’s Sale and Distribution Capabilities (I)   1. Sales and Distribution Networks Evolve 2. Bottlenecks in Logistics Expansion 3. Distribution Networks with Chinese   Characteristics | 讲课 + 小组讨论 | Home Reading & Exercises |
| 14 | Unit Text B Developing China’s Sale and Distribution Capabilities(II)   1. Areas Ripe for Improvement 2. Efficiency: Good for the Environment and the Bottom Line | 讲课 + 小组汇报 | Home Reading & Exercises |
| 15 | Unit 8 Text A International Marketing   1. The Importance of Developing International Market   The Two Approaches for Developing International Market | 讲课 + 小组讨论 | Home Reading & Exercises |
| 16 | Unit 1 – Unit 8 Review | 总复习 |  |

**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 |
| 期末考试（1） | 纸笔测试 | 55% |
| 过程考核1（X1） | 纸笔测试（Unit1 – Unit4） | 15% |
| 过程考核2（X2） | 纸笔测试（Unit5 – Unit7） | 15% |
| 过程考核3（X3） | 读书报告 | 15% |

备注：

教学内容不宜简单地填写第几章、第几节，应就教学内容本身做简单明了的概括；

教学方式为讲课、实验、讨论课、习题课、参观、边讲边练、汇报、考核等；

评价方式为期末考试“1”及过程考核“X”，其中“1”为教学大纲中规定的形式；“X”可由任课教师或课程组自行确定（同一门课程多位教师任课的须由课程组统一X的方式及比例）。包括纸笔测验、课堂展示、阶段论文、调查（分析）报告、综合报告、读书笔记、小实验、小制作、小程序、小设计等，在表中相应的位置填入“1”和“X”的方式及成绩占比。

任课教师：张晶晶 系主任审核： 日期：