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 |
| 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 Ps1. 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 Image1. 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 Promotion1. 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 Methods1. 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 Salespersons1. Oder Getters
2. Order Takers
3. Support Personnel
 | 讲课  | Home Reading & Exercises |
| 10 | Unit5 Text B Marge, a Top-notch Salesperson1. 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 Logistics1. 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 Distribution1. 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 Marketing1. 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：