



# 教案

# 职场实用英语一

授课教师： 陈婉玲

专 业： 商务英语

教 材： 职场实用英语交际教程（初级）

学 时： 72



# 揭阳职业技术学院

## 电子商务创业学院

### 《职场实用英语一》教案

(2025-2026 学年第 2 学期)

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所授专业：商务英语

商英 251（第二组）、商  
授课班级：英 251（现代学徒制）、  
商英 251（3+证书）

## Unit 1 Announce a Team Building Event

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|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                               |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                             |
| 三、教学目标 |                                                                                                                                                                                          |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解并掌握团队建设活动公告的基本结构和内容。</li> <li>➤ 学生能够识别并记录团队建设活动的关键信息，如时间、地点、参与者等。</li> <li>➤ 学生能够了解团队建设活动的目的和重要性。</li> </ul>                              |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够准备并进行有效的口头公告，包括使用适当的沟通技巧和表达方式。</li> <li>➤ 学生能够在团队建设活动中积极参与，通过实践活动提升团队合作和沟通能力。</li> <li>➤ 学生能够撰写和组织团队建设活动的书面公告，确保信息清晰、准确。</li> </ul>         |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的团队精神和集体荣誉感，通过团队建设活动增强团队凝聚力。</li> <li>➤ 通过参与团队建设活动，学生能够认识到团结协作的重要性，学会在团队中发挥个人作用。</li> <li>➤ 在团队建设活动中，学生能够学会尊重他人，理解多样性，促进和谐的工作环境。</li> </ul> |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 学习并掌握口头公告的基本结构和关键信息点。</li> <li>➤ 使用适当的语言风格和礼貌用语进行有效的口头沟通。</li> <li>➤ 练习在不同场合下进行口头公告的技巧。</li> </ul>                                              |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在口头公告中清晰、简洁地传达关键信息。</li> <li>➤ 如何在团队建设活动中促进团队成员之间的沟通和合作。</li> </ul>                                                                           |

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| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 撰写团队建设活动的书面公告。</li> <li>➤ 准备口头公告的演讲稿，并在下节课进行展示。</li> </ul>                                     |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

### 九、教学过程：

第一课时：团队建设活动公告的准备与实践（90 分钟）

#### Step 1: Warm-up and Introduction (10 分钟)

Engage students with a brief discussion on the importance of team building in a professional setting.

Share examples of successful team building activities to pique the students' interest.

#### Step 2: Vocabulary Acquisition (15 分钟)

Introduce key vocabulary related to team building from the provided material, such as "strengthen", "cooperation", "staff", and "announce".

Conduct a vocabulary exercise where students match the words with their definitions and use them in sentences.

#### Step 3: Scenario Presentation (20 分钟)

Play the audio script of Wang Yuening and David Johnson's conversation, allowing students to understand the context of the team building event.

Discuss the conversation in groups, focusing on the event's purpose, date, location, and participants.

#### Step 4: Skills Development (30 分钟)

Divide students into groups to brainstorm and discuss what information should be included in an effective announcement.

Conduct role-play activities where students take turns announcing the event, providing immediate feedback and guidance.

#### Step 5: Mind Mapping (10 分钟)

Teach students how to create a mind map to organize the information for the announcement.

Have students share their mind maps and discuss strategies for presenting the information in a clear and logical manner.

#### Step 6: Critical Thinking and Application (15 分钟)

Encourage students to analyze the purpose of the team building event and how to convey this in their announcement.

Have students practice using persuasive language to encourage participation in the event.

#### Step 7: Summary and Reflection (10 分钟)

Review the key points of announcing a team building event, emphasizing clarity and audience engagement.

Discuss the importance of a strong opening and closing in an announcement.

第二课时：团队建设活动公告的完善与展示（90 分钟）

#### Step 1: Review and Feedback (10 分钟)

Review the previous lesson's content, focusing on the structure and purpose of an announcement.

Share and critique students' initial drafts of written announcements, providing constructive feedback.

#### Step 2: Vocabulary Enhancement (15 分钟)

Review and introduce new vocabulary related to the event details, such as "brand-new", "requirement", and "concise".

Engage students in vocabulary games and exercises to reinforce learning.

#### Step 3: Detailed Scenario Analysis (20 分钟)

Play the extended audio script, allowing students to understand the detailed arrangements of the team building event.

Discuss potential challenges and how to address them in the announcement.

#### Step 4: Finalizing the Announcement (30 分钟)

Guide students in refining their announcements based on feedback, focusing on language fluency and clarity.

Conduct a final practice session where students deliver their announcements to the class.

#### Step 5: Mind Mapping Review (10 分钟)

Review the mind maps created in the first lesson and refine them with additional details.

Discuss how to effectively use the mind map to structure the announcement.

#### Step 6: Advanced Communication Skills (15 分钟)

Discuss the use of engaging beginnings and closings in announcements, and their impact on audience engagement.

Have students practice creating compelling beginnings and closings for their announcements.

#### Step 7: Conclusion and Next Steps (10 分钟)

Summarize the key elements of a well-structured and persuasive announcement.

Encourage students to apply these skills in future team building and communication tasks.

#### 十、教学过程反馈：

在本单元的教学过程中，学生们展现出了对团队建设活动公告准备与实践的积极态度。他们在词汇学习、听力理解、角色扮演和思维导图制作等方面都有较好的表现。学生们能够积极参与课堂讨论，分享个人见解，并在小组活动中有效合作。特别是在口头公告的练习中，学生们能够尝试使用不同的表达方式吸引听众，这表明他们在沟通技巧上有所进步。但也存在一些需要改进的地方。部分学生在将理论知识应用到实际情境时显得有些困难，特别是在听力理解方面，他们需要更多的实践来提高提取关键信息的能力。此外，学生们在口头表达的流畅性和创造性方面还有提升空间，特别是在如何使公告更加吸引人和具有说服力方面。为了进一步提升教学效果，建议在未来的教学中增加更多与实际工作场景相关的案例分析，提供更多的听力和口语练习，以及鼓励学生进行课后的额外研究和实践。同时，可以引入更多的反馈机制，帮助学生更全面地了解自己的表现，并针对表现出色的学生提供额外的挑战任务，以激发他们的潜力和创新思维。通过这些改进措施，相信学生们能够在团队建设活动的准备与实践取得更大的进步。

## Unit 2 Write a hotel reservation email

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|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                    |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                  |
| 三、教学目标 |                                                                                                                                                                                               |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够了解并掌握撰写酒店预订邮件所需的关键信息，如房间类型、设施要求、餐饮安排等。</li> <li>➤ 学生能够理解并使用与酒店预订相关的专业词汇和表达方式。</li> <li>➤ 学生能够了解酒店预订流程和注意事项，如提前预订、预算控制等。</li> </ul>               |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够独立撰写结构清晰、信息完整的酒店预订邮件。</li> <li>➤ 学生能够在实际情境中运用所学知识，与酒店工作人员进行有效沟通，完成预订任务。</li> <li>➤ 学生能够通过角色扮演等活动，提高在商务沟通中的实际操作能力。</li> </ul>                     |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的责任感和细致的工作态度，通过预订酒店活动，学会为团队考虑，确保会议顺利进行。</li> <li>➤ 通过团队合作完成任务，增强学生的团队协作意识和集体主义精神。</li> <li>➤ 在预订过程中，培养学生的诚信意识，确保信息准确无误，尊重酒店工作人员的劳动成果。</li> </ul> |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 理解并应用商务预订邮件的标准格式。</li> <li>➤ 明确表达预订需求，包括房型、人数、特殊要求等。</li> <li>➤ 使用礼貌和专业的语言与酒店沟通。</li> </ul>                                                          |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在邮件中清晰地表达所有预订细节。</li> <li>➤ 如何在邮件中提出合理的预算和价格谈判。</li> </ul>                                                                                         |

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| 六、信息化平台 |                                                       |
| 七、作业    | 给一家五星级酒店发送一封预订邮件，预订一间会议室用于公司年会，并提出预算限制和特殊餐饮需求。                                                                                          |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 十、教学过程：

### 第一课：酒店预订邮件写作

#### Step 1: Introduction (10 minutes)

Greet the class and briefly discuss the importance and practical applications of hotel reservation emails.

Engage students in a discussion about their experiences with hotel reservations and any issues they've encountered.

#### Step 2: Vocabulary Learning (20 minutes)

Present a list of vocabulary related to hotel reservations, such as "reservation," "conference," "facility," "budget," etc.

Use example sentences and role-play scenarios to help students understand and remember these words.

Group activity: Students pair up and role-play a hotel reservation scenario using the new vocabulary.

#### Step 3: Course Content Presentation (15 minutes)

Present the structure and key points of a hotel reservation email, such as meeting requirements, room types, and facility requests.

Analyze sample emails, highlighting key information and polite language.

#### Step 4: Skill Training (20 minutes)

Group exercise: Students work in groups to draft a hotel reservation email for a given scenario (e.g., business meeting, leisure trip).

Teachers circulate to provide immediate feedback.

#### Step 5: Mind Mapping (10 minutes)

Guide students in using mind maps to organize the key elements of a hotel reservation email.

Share mind maps and discuss how to effectively structure information.

#### Step 6: Skill Enhancement (15 minutes)

Simulate a hotel reservation scenario with students playing the roles of meeting organizers and hotel reservation managers.

Emphasize communication skills and polite language during the phone reservation practice.

#### Step 7: Summary (10 minutes)

Review the key points of the lesson, emphasizing the essentials of a reservation email and phone reservation.

Assign homework: Ask students to write a complete hotel reservation email for an upcoming event.

### 第二课时: 酒店预订邮件写作进阶

#### Step 1: Introduction (10 minutes)

Review the content from the previous lesson, quickly recap the basic structure of a hotel reservation email.

Introduce advanced goals: how to write a more professional hotel reservation email.

#### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with more professional terms, such as "multifunction meeting hall," "multimedia devices," etc.

Group discussion: Students discuss the application of these new words in actual reservations.

#### Step 3: Course Content Presentation (15 minutes)

Analyze the special requirements for different types of meetings (e.g., workshops, summits, forums) and hotel facilities.

Discuss how to choose the appropriate hotel room types based on the scale and nature of the meeting.

#### Step 4: Skill Training (20 minutes)

Role-play: Students simulate different roles (e.g., meeting organizer, hotel reservation manager) and engage in reservation dialogues.

Focus on practicing how to clearly and politely state special requests in emails.

#### Step 5: Mind Mapping (10 minutes)

Students use mind maps to organize advanced course content, including meeting types, room selection, and facility requirements.

Share and discuss how to integrate this information effectively into a reservation email.

#### Step 6: Skill Enhancement (15 minutes)

Case study: Analyze real hotel reservation emails, discussing their strengths and areas

for improvement.

Group discussion: How to adjust reservation strategies based on feedback.

#### Step 7: Summary (10 minutes)

Summarize the learning outcomes of the lesson, emphasizing the importance of professional reservation emails.

Remind students of details to pay attention to in actual reservations, such as booking in advance and sending confirmation emails.

Assign homework: Ask students to write a detailed hotel reservation email for a fictional large event, including a mind map.

## 十、教学反馈

本单元的教学设计整体上非常合理，从引入到实践应用，再到技能提升，每个环节都紧密相连，有助于学生系统地掌握预订酒店的技能。特别是通过角色扮演和小组讨论，有效地提高了学生的参与度和实践能力。词汇学习与实际应用相结合，有助于学生更好地理解 and 记忆新词汇。此外，通过思维导图的使用，学生能够更好地组织和表达信息。

教学过程中可以适当增加一些形成性评估的环节，以便及时了解学生的学习进度和理解程度。同时，考虑到预订酒店时的文化差异，可以适当加入一些关于不同文化背景下预订习惯的讨论。此外，今后考虑将现代预订平台或软件融入教学中，可以让学生体验到实际操作的过程。

## Unit 3 Write a quick operation guide

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| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                             |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                           |
| 三、教学目标 |                                                                                                                                                                                                        |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解并掌握撰写快速操作指南所需的关键信息，包括产品操作步骤、安全提示等。</li> <li>➤ 学生能够了解和使用与办公设备操作相关的专业术语和表达方式。</li> <li>➤ 学生能够认识到在编写操作指南时需要考虑的写作风格和结构。</li> </ul>                          |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够独立撰写简洁明了的操作指南，确保信息传达清晰、逻辑性强。</li> <li>➤ 学生能够通过实践，如角色扮演或模拟操作，提高撰写和解释操作指南的能力。</li> <li>➤ 学生能够运用适当的语言风格和句式，如祈使句和现在时态，来编写操作指南。</li> </ul>                     |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的责任感和细致的工作态度，通过编写操作指南，确保同事能够安全、高效地使用办公设备。</li> <li>➤ 通过团队合作和讨论，增强学生的团队协作意识和集体主义精神。</li> <li>➤ 在编写操作指南的过程中，培养学生的创新思维和问题解决能力，鼓励他们在遇到问题时主动寻求解决方案。</li> </ul> |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 学习编写简洁明了的操作步骤。</li> <li>➤ 使用简单的语言和清晰的指示来指导用户。</li> <li>➤ 理解并应用技术术语的简化表达。</li> </ul>                                                                           |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在有限的空间内提供完整的操作指南。</li> <li>➤ 如何确保操作步骤的逻辑性和易理解性。</li> </ul>                                                                                                  |

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| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 为一款新型号的打印机编写一个快速操作指南，包括开机、打印和常见问题解决。</li> </ul>                                                |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

### Teaching Plan One: Writing a Quick Operation Guide for Projectors

#### Step 1: Introduction (10 minutes)

Begin the class by discussing the importance of a quick operation guide for new equipment, especially in a workplace setting.

Engage students in a brief discussion about their experiences with using new devices and the challenges they faced.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to projectors and operation guides, such as "projector," "operation guide," "technician," "concise," and "brand-new."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

#### Step 3: Course Content Presentation (15 minutes)

Present the structure and key points of a quick operation guide, emphasizing the need for simplicity and clarity.

Discuss the difference between a "guide" and a "manual," and why a guide should be concise.

#### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to write a quick operation guide for a piece of equipment.

Provide a template and guide them through the process of creating a step-by-step guide.

#### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to organize the steps of the operation guide.

Have students share their mind maps and discuss how they can be used to structure the guide.

#### Step 6: Skill Enhancement (15 minutes)

Review the language style and sentence patterns used in operation guides, focusing on imperative sentences and technical terms.

Practice exercises to help students understand how to use these effectively.

#### Step 7: Summary (15 minutes)

Recap the key points of the lesson, emphasizing the importance of a clear and concise guide.

Assign homework: Ask students to write a quick operation guide for a piece of equipment they are familiar with.

Teaching Plan Two: Advanced Quick Operation Guide Writing

#### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of an advanced operation guide that includes safety instructions and troubleshooting tips.

#### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to safety and troubleshooting, such as "procedure," "remain," "extend," and "cord."

Use real-life examples and context to help students understand the application of these terms.

#### Step 3: Course Content Presentation (15 minutes)

Discuss the role of technical staff in providing detailed information for an operation guide and the importance of clear communication.

#### Step 4: Skill Training (20 minutes)

Have students role-play a conversation with technical staff to gather information for an operation guide.

Focus on asking the right questions and understanding the technical information provided.

#### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes both the operation steps and additional information such as safety tips and troubleshooting.

#### Step 6: Skill Enhancement (15 minutes)

Discuss the use of imperative sentences in a guide, focusing on how to convey warnings and prohibitions effectively.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of including all necessary information and using the correct language style.

Assign homework: Ask students to revise their previous operation guide, incorporating safety instructions and troubleshooting tips.

## 十、教学反馈

本单元的教学计划针对编写投影仪快速操作指南，内容全面且结构合理。通过引入、词汇学习、课程内容呈现、技能训练等环节，有效地帮助学生掌握了编写清晰简洁指南所需的技能和知识。特别是技能训练环节，通过模拟实践让学生巩固了所学内容。

教学计划中的亮点是使用思维导图来帮助学生组织信息，以及强调操作指南中的语言风格和句式，这对于学生清晰有效地传达指令至关重要。整体而言，教学计划成功地将理论与实践相结合，为学生提供了掌握编写操作指南的实践经验。

不过，未来教学计划可以通过增加互动元素，如小测验或游戏，来进一步提高学生的参与度和理解。同时，对学生编写的指南提供反馈，可以帮助他们发现并改进不足之处。此外，讨论操作指南中的文化考量，可以拓宽学生的视野，为他们在全球职场中做好准备。

## Unit 4 Reply to technical enquiries

|        |                                                                                                                                                                                                                                                       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                                            |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                                          |
| 三、教学目标 |                                                                                                                                                                                                                                                       |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解并掌握处理客户技术询问的基本流程和关键信息,包括客户信息和技术细节。</li> <li>➤ 学生能够了解和使用与客户服务相关的专业术语,如“enquiry”,“advisor”,“battery”,“standby”,“warranty period”等。</li> <li>➤ 学生能够认识到售后服务在企业中的重要性,以及如何通过有效的沟通技巧来提升品牌形象和客户忠诚度。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够收集和整理客户技术询问的相关信息,包括产品型号、购买时间、问题描述等。</li> <li>➤ 学生能够运用适当的沟通技巧,如礼貌用语、问题解决策略,来回复客户的技术询问。</li> <li>➤ 学生能够通过角色扮演和模拟对话,提高处理客户技术问题的能力,包括提供解决方案和安排维修服务。</li> </ul>                                               |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的服务意识和责任感,通过学习如何妥善处理客户技术问题,提升其职业素养。</li> <li>➤ 通过团队合作和讨论,增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在处理客户技术问题的过程中,培养学生的诚信和专业精神,确保信息准确无误,尊重客户权益。</li> </ul>                                                           |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 掌握回复技术询问的基本流程和礼貌用语。</li> <li>➤ 提供准确且有用的技术信息。</li> <li>➤ 学会如何有效地解决客户问题。</li> </ul>                                                                                                                            |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在回复中提供详细的技术解决方案。</li> <li>➤ 如何在不泄露敏感信息的情况下提供帮助。</li> </ul>                                                                                                                                                 |

|         |                                                                                                                                         |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 六、信息化平台 |                                                       |
| 七、作业    | 模拟回复客户关于智能手机电池续航问题的电子邮件，提供可能的原因和解决方案。                                                                                                   |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➢ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➢ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

### 九、教学过程：

#### Teaching Plan One: Responding to Technical Enquiries

##### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of effective communication in customer service, especially when dealing with technical enquiries.

Engage students in a brief discussion about their experiences with customer service and the challenges they've faced.

##### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to technical support, such as "enquiry," "adviser," "standby time," and "battery."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

##### Step 3: Course Content Presentation (15 minutes)

Present the steps involved in responding to technical enquiries, emphasizing the need for patience, understanding, and clear communication.

Discuss the importance of gathering detailed information from customers and offering appropriate solutions.

#### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to role-play a customer service representative responding to a technical enquiry.

Provide a template and guide them through the process of gathering information and offering solutions.

#### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to organize the steps of responding to a technical enquiry.

Have students share their mind maps and discuss how they can be used to structure the response.

#### Step 6: Skill Enhancement (15 minutes)

Review the language used in customer service, focusing on polite expressions and phrases that convey empathy and understanding.

Practice exercises to help students use these expressions effectively in their responses.

#### Step 7: Summary (15 minutes)

Recap the key points of the lesson, emphasizing the importance of a structured approach to responding to technical enquiries.

Assign homework: Ask students to write a script for a customer service call, including the use of the new vocabulary and polite expressions.

## **Teaching Plan Two: Advanced Customer Service Communication**

### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of advanced communication skills in customer service, such as handling complex enquiries and providing detailed solutions.

### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to advanced customer service, such as "warranty period," "extra care plan," and "appointment."

Use real-life examples and context to help students understand the application of these terms.

### Step 3: Course Content Presentation (15 minutes)

Discuss the process of making appointments and handling out-of-warranty issues, focusing on the importance of clear and professional communication.

### Step 4: Skill Training (20 minutes)

Have students role-play a customer service representative dealing with a customer whose device is out of warranty but has an extra care plan.

Focus on the use of appropriate language and the steps to guide the customer through the repair process.

### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes the steps for handling out-of-warranty issues and making appointments.

Discuss how this can help in organizing the response and ensuring all necessary information is covered.

#### Step 6: Skill Enhancement (15 minutes)

Review the use of direct and indirect speech in customer service communication, focusing on how to effectively convey customer concerns and company policies.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of advanced communication skills in providing high-quality customer service.

Assign homework: Ask students to write a detailed response to a complex customer enquiry, incorporating the use of advanced vocabulary and communication strategies.

### 十、教学反思

本单元的教学计划针对回复技术询问，内容设计合理，涵盖了从引入到能力提升各个环节。通过引入环节，学生能够理解客户服务中有效沟通的重要性。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇。课程内容呈现环节清晰地介绍了回复技术询问的步骤，强调了耐心、理解和清晰沟通的必要性。

技能训练环节通过角色扮演，让学生在模拟场景中实践如何收集信息和提供解决方案，这有助于学生将理论知识转化为实际操作能力。思维导图的使用有助于学生组织思路，清晰地表达回复。能力提升环节通过复习客户服务中的语言，特别是表达同情和理解的表达方式，进一步提升了学生的沟通技巧。

整体而言，教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨客户服务中的复杂情况。此外，提供更多关于 5G 技术等前沿信息，可以帮助学生了解行业趋势，拓宽知识视野。最后，作业设计可以更加多样化，鼓励学生在实际情境中应用所学知识，以增强学习效果。

## Unit 5 Make a business trip itinerary

|        |                                                                                                                                                                                                                                   |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                        |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                      |
| 三、教学目标 |                                                                                                                                                                                                                                   |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解并掌握商务旅行计划（itinerary）的基本构成要素，包括日期、地点、活动等。</li> <li>➤ 学生能够了解并使用与商务旅行相关的专业术语，如“itinerary”，“launch”，“session”，“available”，“arrange”等。</li> <li>➤ 学生能够认识到为客户需求和偏好设计满意行程的重要性。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够收集和整理商务旅行所需的关键信息，包括航班信息、住宿安排、活动规划等。</li> <li>➤ 学生能够运用适当的写作策略，如清晰的时间表、活动描述，来制定和撰写商务旅行计划。</li> <li>➤ 学生能够通过模拟对话和角色扮演，提高与客户沟通和协调行程的能力。</li> </ul>                                       |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的服务意识和责任感，通过学习如何为客户设计满意的商务旅行计划，提升其职业素养。</li> <li>➤ 通过团队合作和讨论，增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在设计商务旅行计划的过程中，培养学生的诚信和专业精神，确保信息准确无误，尊重客户的需求和隐私。</li> </ul>                               |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 规划商务旅行的详细行程，包括交通、住宿和活动安排。</li> <li>➤ 考虑行程的实用性和客户的个人喜好。</li> <li>➤ 使用适当的商务英语进行行程说明。</li> <li>➤</li> </ul>                                                                                 |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在紧凑的时间内安排丰富的商务活动。</li> <li>➤ 如何处理突发情况，如行程变动或紧急事件。</li> </ul>                                                                                                                           |

|         |                                                                                                                                         |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 为一位商务人士规划一次为期五天的北京商务旅行，包括会议、文化体验和休闲活动。</li> </ul>                                              |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

十、

### Teaching Plan One: Creating a Business Trip Itinerary

#### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of a well-planned business trip itinerary and its impact on the success of a business visit.

Engage students in a brief discussion about their experiences with business travel and the challenges they've faced in planning itineraries.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to business travel, such as "itinerary," "launch," "senior editor," and "agenda."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

### Step 3: Course Content Presentation (15 minutes)

Present the structure and key components of a business trip itinerary, emphasizing the need for clear dates, events, and activities.

Discuss the importance of considering the traveler's preferences and needs.

### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to create a one-day itinerary for a business visitor.

Provide a template and guide them through the process of organizing the itinerary.

### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to visualize the itinerary, including the main activities and their timings.

Have students share their mind maps and discuss how they can be used to structure the itinerary.

### Step 6: Skill Enhancement (15 minutes)

Review the language used in creating itineraries, focusing on expressions that convey time, activities, and locations.

Practice exercises to help students use these expressions effectively in their itineraries.

### Step 7: Summary (10 minutes)

Recap the key points of the lesson, emphasizing the importance of a detailed and well-organized itinerary.

Assign homework: Ask students to create a three-day business trip itinerary for a hypothetical client.

## **Teaching Plan Two: Advanced Business Trip Itinerary Planning**

### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of considering cultural and dietary preferences in itinerary planning.

### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to cultural and dietary considerations, such as "well-reputed," "vegetarian," and "accommodation."

Use real-life examples and context to help students understand the application of these terms.

### Step 3: Course Content Presentation (15 minutes)

Discuss the role of time zones and cultural etiquette in planning international business trips.

Highlight the importance of understanding the traveler's background and preferences.

### Step 4: Skill Training (20 minutes)

Have students role-play a situation where they need to adjust an itinerary based on the traveler's dietary restrictions and cultural considerations.

Focus on the use of appropriate language and the steps to accommodate these preferences.

### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes cultural and dietary considerations alongside the standard itinerary components.

Discuss how this can help in creating a more personalized and comfortable itinerary for the traveler.

### Step 6: Skill Enhancement (15 minutes)

Review the use of "it" as a formal subject in English sentences, focusing on how to structure sentences to avoid head-heavy constructions.

Practice exercises to help students rewrite sentences using "it" as a formal subject.

Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of cultural sensitivity and dietary considerations in creating a comprehensive business trip itinerary.

Assign homework: Ask students to revise their previous itinerary, incorporating cultural and dietary considerations for an international traveler.

## 十一、教学反思

本单元的教学计划旨在教授学生如何为商务旅行制定行程安排。整体上，教学内容的合理设计，涵盖了从引入到能力提升的各个环节。通过引入环节，学生能够理解商务行程安排的重要性，并激发他们对即将学习内容的兴趣。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇，为后续的行程安排打下基础。

课程内容呈现环节清晰地介绍了商务行程安排的结构和关键要素，强调了考虑旅行者偏好和需求的重要性。技能训练环节通过模拟场景，让学生实践如何为商务访客规划一天的行程，这有助于学生将理论知识转化为实际操作能力。思维导图的使用有助于学生更好地组织和可视化行程安排，而技能提升环节则通过练习，帮助学生掌握表达时间和活动的语言。

整体而言，教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨商务旅行中的复杂情况。此外，提供更多关于国际商务旅行的文化和时差考虑，可以帮助学生更好地准备应对不同文化背景下的商务活动。最后，作业设计可以更加多样化，鼓励学生在实际情境中应用所学知识，以增强学习效果。

## Unit 6 Receive a business client

|        |                                                                                                                                                                                                                               |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                    |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                  |
| 三、教学目标 |                                                                                                                                                                                                                               |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够了解并掌握商务接待的基本礼仪和流程, 包括在机场或车站接待客户。</li> <li>➤ 学生能够收集和整理重要商务客户的具体信息, 如背景、兴趣、行程安排等。</li> <li>➤ 学生能够了解并使用与商务接待相关的专业术语, 如 “deputy”, “brand”, “management”, “accompanied” 等。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够展示良好的商务接待礼仪, 包括准备接待材料、安排交通工具、预订酒店等。</li> <li>➤ 学生能够进行有效的小谈话, 以建立与客户的良好关系, 包括了解客户的兴趣和需求。</li> <li>➤ 学生能够通过模拟对话和角色扮演, 提高在实际商务接待场景中的沟通能力。</li> </ul>                                |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的服务意识和责任感, 通过学习如何妥善接待商务客户, 提升其职业素养。</li> <li>➤ 通过团队合作和讨论, 增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在商务接待过程中, 培养学生的诚信和专业精神, 确保信息准确无误, 尊重客户的文化和习惯。</li> </ul>                                |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 学习商务接待的礼仪和流程。</li> <li>➤ 提高与客户沟通的技巧, 包括小谈话和商务对话。</li> <li>➤ 理解并应用跨文化交际的基本原则。</li> </ul>                                                                                              |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在接待过程中展现专业和热情。</li> <li>➤ 如何处理文化差异带来的沟通障碍。</li> </ul>                                                                                                                              |

|         |                                                                                                                                         |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 设计一份接待外国客户的详细计划，包括接机、酒店安排、商务会议和文化活动。</li> </ul>                                                |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

### Teaching Plan One: Receiving Business Clients

#### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of proper etiquette when receiving business clients and the impact it has on first impressions and business relationships.

Engage students in a brief discussion about their experiences with meeting clients or any challenges they've faced in such situations.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to business meetings and client reception, such as "deputy," "accompany," "brand," and "management."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

### Step 3: Course Content Presentation (15 minutes)

Present the steps and considerations for receiving a business client, including preparation, greeting, and making small talk.

Discuss the importance of understanding the client's interests and preferences to facilitate conversation.

### Step 4: Skill Training (20 minutes)

Divide students into pairs and have them role-play a scenario where they are receiving a business client at the airport.

Provide a checklist for students to follow, ensuring they cover all necessary steps and use appropriate language.

### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to organize the steps and considerations for receiving a client.

Have students share their mind maps and discuss how they can be used to prepare for client meetings.

### Step 6: Skill Enhancement (15 minutes)

Review the language used in making small talk, focusing on expressions related to weather, travel, and local culture.

Practice exercises to help students use these expressions effectively in conversation.

### Step 7: Summary (10 minutes)

Recap the key points of the lesson, emphasizing the importance of preparation, politeness, and engaging conversation when receiving business clients.

Assign homework: Ask students to prepare a brief introduction and a list of small talk topics for a hypothetical client meeting.

## **Teaching Plan Two: Advanced Business Client Reception**

### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of cultural sensitivity and adaptability when receiving clients from different backgrounds.

### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to cultural differences and business customs, such as "foodie," "Cantonese," and "teahouse."

Use real-life examples and context to help students understand the application of these terms.

### Step 3: Course Content Presentation (15 minutes)

Discuss the role of cultural knowledge in client reception, including understanding local customs and preparing for cultural exchange.

Highlight the importance of being aware of and accommodating dietary preferences and cultural practices.

### Step 4: Skill Training (20 minutes)

Have students role-play a scenario where they are receiving a client with specific cultural or dietary preferences.

Focus on the use of appropriate language and the steps to ensure the client feels comfortable and respected.

### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes cultural considerations alongside the standard client reception steps.

Discuss how this can help in creating a more personalized and respectful client experience.

#### Step 6: Skill Enhancement (15 minutes)

Review the use of "can," "could," and "be able to" in expressing ability and opportunity, with a focus on past and present contexts.

Practice exercises to help students understand and use these modal verbs correctly in client interactions.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of cultural sensitivity and adaptability in creating a successful client reception experience.

Assign homework: Ask students to research and prepare a cultural briefing for a client from a specific country, including potential topics for small talk and considerations for the client's comfort.

### 十、教学反思

本单元的教学计划旨在教授学生如何以恰当的礼仪接待商务客户。整体上，教学内容设计合理，涵盖了从引入到能力提升各个环节。通过引入环节，学生能够理解接待商务客户的重要性，并激发他们对即将学习内容的兴趣。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇，为后续的接待工作打下基础。

课程内容呈现环节清晰地介绍了接待商务客户的步骤和注意事项，强调了了解客户兴趣和偏好的重要性。技能训练环节通过模拟场景，让学生实践如何在机场接待客户。思维导图的使用有助于学生更好地组织接待流程，而技能提升环节则通过练习，帮助学生掌握与客户进行小聊的语言。

整体而言，教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨接待客户中的文化差异和适应性。此外，提供更多关于国际商务接待的文化和礼仪知识，可以帮助学生更好地准备应对不同文化背景下的商务活动。最后，作业设计可以更加多样化，鼓励学生在实际情境中应用所学知识，以增强学习效果。

## Unit 7 Write a market research report

|        |                                                                                                                                                                                                                                                                  |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                                                       |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                                                     |
| 三、教学目标 |                                                                                                                                                                                                                                                                  |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解市场研究的重要性, 以及如何通过市场研究吸引客户和促进销售。</li> <li>➤ 学生能够掌握描述市场研究图表的基本方法, 包括理解图表的标题、轴、图例、刻度和数据来源。</li> <li>➤ 学生能够了解并使用与市场研究相关的专业术语, 如 “energy drink”, “advertise”, “frequency”, “convenience store”, “channel” 等。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够收集和整理市场研究的关键信息, 如价格、销售渠道和广告策略。</li> <li>➤ 学生能够描述简单的市场研究图表, 并总结客户反馈和建议。</li> <li>➤ 学生能够撰写市场研究报告, 清晰地展示市场信息和分析结果。</li> </ul>                                                                                          |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的分析和解决问题的能力, 通过市场研究, 学会如何发现问题并提出改进措施。</li> <li>➤ 通过团队合作和讨论, 增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在市场研究过程中, 培养学生的诚信和专业精神, 确保数据的真实性和报告的客观性。</li> </ul>                                                                      |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 学习如何分析市场研究数据。</li> <li>➤ 撰写清晰、有逻辑的市场研究报告。</li> <li>➤ 提出基于数据的市场策略建议。</li> </ul>                                                                                                                                          |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何从大量数据中提炼关键信息。</li> <li>➤ 如何确保报告内容的客观性和准确性。</li> </ul>                                                                                                                                                                 |

|         |                                                                                                                                         |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 六、信息化平台 |                                                       |
| 七、作业    | 基于模拟市场数据，撰写一份关于智能手机市场趋势的简短报告。                                                                                                           |
| 八、教学反思  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

### Teaching Plan One: Writing a Market Research Report

#### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of market research in business and its role in making informed decisions.

Engage students in a brief discussion about their understanding of market research and its applications.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to market research, such as "market research," "energy drink," "advertise," and "present."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

#### Step 3: Course Content Presentation (15 minutes)

Present the structure and components of a market research report, emphasizing the need for clear presentation of data and customer feedback.

Discuss the purpose of a market report and how it can help in discovering market opportunities and improving products.

#### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to analyze market data and present it in a report format.

Provide a template and guide them through the process of organizing the data and writing a report.

#### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to outline the structure of a market research report.

Have students share their mind maps and discuss how they can be used to organize the report effectively.

#### Step 6: Skill Enhancement (15 minutes)

Review the language used in describing market research charts and summarizing customer feedback.

Practice exercises to help students use these expressions effectively in their reports.

#### Step 7: Summary (10 minutes)

Recap the key points of the lesson, emphasizing the importance of a well-structured and clear market research report.

Assign homework: Ask students to write a short market research report based on a hypothetical product.

### **Teaching Plan Two: Advanced Market Research Report Writing**

#### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of cultural considerations in international market research.

#### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to market trends, customer preferences, and marketing strategies, such as "frequency," "white-collar," and "blue-collar."

Use real-life examples and context to help students understand the application of these terms.

#### Step 3: Course Content Presentation (15 minutes)

Discuss the role of market research in understanding customer behavior and preferences, especially in different cultural contexts.

Highlight the importance of adapting marketing strategies based on market research findings.

#### Step 4: Skill Training (20 minutes)

Have students role-play a situation where they need to conduct market research for a product entering a new international market.

Focus on the use of appropriate language and the steps to analyze and present the research findings.

#### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes cultural considerations alongside the standard market research components.

Discuss how this can help in creating a more comprehensive and culturally sensitive market research report.

#### Step 6: Skill Enhancement (15 minutes)

Review the use of "every" and "each" in English, focusing on their differences and appropriate usage in market research reports.

Practice exercises to help students understand and use these words correctly.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of cultural sensitivity and adaptability in international market research.

Assign homework: Ask students to revise their previous market research report, incorporating cultural considerations for a new international market.

### 十、教学反馈

本单元的教学计划旨在教授学生如何撰写市场研究报告。整体上，教学内容包括合理，涵盖了从引入到能力提升的各个环节。通过引入环节，学生能够理解市场研究在商业决策中的重要性，并激发他们对即将学习内容的兴趣。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇，为后续的市场研究报告撰写打下基础。

课程内容呈现环节清晰地介绍了市场研究报告的结构和组成部分，强调了清晰呈现数据和客户反馈的重要性。技能训练环节通过模拟场景，让学生实践如何分析市场数据并撰写报告，这有助于学生将理论知识转化为实际操作能力。思维导图的使用有助于学生更好地组织报告结构，而技能提升环节则通过练习，帮助学生掌握描述市场研究图表和总结客户反馈的语言。

整体而言，教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨市场研究中的文化差异和适应性。此外，提供更多关于国际市场研究的文化和礼仪知识，可以帮助学生更好地准备应对不同文化背景下的市场活动。

## Unit 8 Introduce a new product

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|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                                          |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                                        |
| 三、教学目标 |                                                                                                                                                                                                                                                     |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解并掌握新产品推介的准备工作，包括了解目标客户、产品特点和客户需求。</li> <li>➤ 学生能够识别并使用与产品推介相关的专业术语，如“travel agency”，“recommendation”，“travel package”，“destination”等。</li> <li>➤ 学生能够了解如何组织和撰写一个吸引人的产品推介演讲，包括演讲的目的、结构和内容。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够收集并整理关键产品信息，如旅行套餐的特点、包含的服务和不包含的费用。</li> <li>➤ 学生能够根据客户需求和关注点，准备并进行有效的产品推介。</li> <li>➤ 学生能够通过模拟演讲和角色扮演，提高在实际产品推介场景中的沟通和表达能力。</li> </ul>                                                                 |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的服务意识和责任感，通过学习如何有效地推介新产品，提升其职业素养。</li> <li>➤ 通过团队合作和讨论，增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在产品推介过程中，培养学生的诚信和专业精神，确保信息的准确性和吸引力，同时尊重客户的需求和期望。</li> </ul>                                                      |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 掌握新产品推介的策略和表达方式。</li> <li>➤ 突出产品的特点和优势。</li> <li>➤ 使用有效的沟通技巧吸引潜在客户。</li> </ul>                                                                                                                             |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在短时间内让客户了解并记住产品。</li> <li>➤ 如何处理客户对新产品的疑问和顾虑。</li> </ul>                                                                                                                                                 |

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|---------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 为一款新推出的智能手表准备一个简短的推介演讲稿，包括产品功能、目标市场和预期效果。</li> </ul>                                           |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

### Teaching Plan One: Introducing a New Product

#### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of product introductions in business and the role they play in marketing and sales.

Engage students in a brief discussion about their experiences with new products and how they are introduced.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to product introductions, such as "product manager," "travel package," "recommendation," and "destination."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

### Step 3: Course Content Presentation (15 minutes)

Present the steps and considerations for introducing a new product, including understanding customer needs, highlighting product features, and addressing concerns.

Discuss the importance of a clear and persuasive presentation.

### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to introduce a new product to a potential customer.

Provide a template and guide them through the process of preparing and delivering a product introduction.

### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to organize the key points of a product introduction.

Have students share their mind maps and discuss how they can be used to structure the presentation effectively.

### Step 6: Skill Enhancement (15 minutes)

Review the language used in product introductions, focusing on expressions that convey the benefits and features of the product.

Practice exercises to help students use these expressions effectively in their presentations.

### Step 7: Summary (10 minutes)

Recap the key points of the lesson, emphasizing the importance of understanding customer needs and presenting product benefits clearly.

Assign homework: Ask students to prepare a short introduction for a hypothetical new

product.

## **Teaching Plan Two: Advanced Product Introduction Techniques**

### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of cultural considerations in product introductions for international markets.

### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to international product introductions, such as "full board," "airport transfer," and "exclusions."

Use real-life examples and context to help students understand the application of these terms.

### Step 3: Course Content Presentation (15 minutes)

Discuss the role of cultural understanding in tailoring product introductions for different markets and customer preferences.

Highlight the importance of adapting the presentation to the target audience.

### Step 4: Skill Training (20 minutes)

Have students role-play a situation where they need to introduce a product to an international audience, focusing on cultural sensitivity and language adaptation.

Focus on the use of appropriate language and the steps to address cultural differences in the presentation.

### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes cultural considerations alongside the standard product introduction components.

Discuss how this can help in creating a more culturally sensitive and effective product

introduction.

#### Step 6: Skill Enhancement (15 minutes)

Review the use of "as... as possible" in English, focusing on its common usage in expressing the extent of an action or quality.

Practice exercises to help students understand and use this structure correctly in product introductions.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of cultural sensitivity and adaptability in international product introductions.

Assign homework: Ask students to revise their previous product introduction, incorporating cultural considerations for an international audience.

### 十、教学反馈

本单元的教学计划旨在教授学生如何向客户介绍新产品。整体上，教学内容设计合理，涵盖了从引入到能力提升的各个环节。通过引入环节，学生能够理解产品介绍在商业中的重要性，并激发他们对即将学习内容的兴趣。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇，为后续的产品介绍打下基础。课程内容呈现环节清晰地介绍了产品介绍的步骤和注意事项，强调了理解客户需求和突出产品特点的重要性。技能训练环节通过模拟场景，让学生实践如何准备和进行产品介绍，这有助于学生将理论知识转化为实际操作能力。思维导图的使用有助于学生更好地组织介绍内容，而技能提升环节则通过练习，帮助学生掌握表达产品优势的语言。教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨产品介绍中的文化差异和适应性。此外，提供更多关于国际市场的产品介绍策略，可以帮助学生更好地准备应对不同文化背景下的产品推广。

## Unit 9 Reply to customer queries

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|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                                                 |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                                               |
| 三、教学目标 |                                                                                                                                                                                                                                                            |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够了解并掌握在展会上推广产品时需要准备的特定信息，包括产品价格、最低订购量（MOQ）、交货时间等。</li> <li>➤ 学生能够理解并使用与产品推广和客户咨询相关的专业术语，如“exhibit”，“query”，“potential”，“colleague”，“catalogue”等。</li> <li>➤ 学生能够认识到在展会上有效回复客户咨询的重要性，并了解如何收集和整理相关信息。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够收集和整理展会上展示产品的详细信息，包括产品特点、价格、订购条件等。</li> <li>➤ 学生能够运用适当的表达方式，有效地回复客户的咨询，包括提供折扣信息、交货时间等。</li> <li>➤ 学生能够通过模拟对话和角色扮演，提高在实际展会场景中的沟通和应对能力。</li> </ul>                                                              |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的服务意识和责任感，通过学习如何在展会上有效回复客户咨询，提升其职业素养。</li> <li>➤ 通过团队合作和讨论，增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在回复客户咨询的过程中，培养学生的诚信和专业精神，确保信息的准确性和及时性，同时尊重客户的需求和期望。</li> </ul>                                                      |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 学习如何有效地回复客户关于产品或服务的询问。</li> <li>➤ 提供详尽且准确的信息。</li> <li>➤ 保持客户满意度和忠诚度。</li> </ul>                                                                                                                                  |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在回复中平衡信息的详细程度和简洁性。</li> <li>➤ 如何在回复中建立信任和专业形象。</li> </ul>                                                                                                                                                       |

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| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 模拟回复一系列客户关于电子产品特性和价格的询问，确保回复准确且具有说服力。</li> </ul>                                               |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

### Teaching Plan One: Responding to Customer Queries

#### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of effective communication with customers, especially when responding to their queries about products.

Engage students in a brief discussion about their experiences with customer service and the challenges they've faced.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to customer service and product information, such as "query," "exhibit," "potential," and "catalogue."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

#### Step 3: Course Content Presentation (15 minutes)

Present the steps and considerations for responding to customer queries, including understanding the product, preparing responses, and maintaining a professional tone.

Discuss the importance of providing accurate and clear information to customers.

#### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to respond to a customer query about a product.

Provide a template and guide them through the process of preparing and delivering a response.

#### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to organize the key points of a customer query response.

Have students share their mind maps and discuss how they can be used to structure the response effectively.

#### Step 6: Skill Enhancement (15 minutes)

Review the language used in responding to customer queries, focusing on expressions that convey product information and address customer concerns.

Practice exercises to help students use these expressions effectively in their responses.

#### Step 7: Summary (10 minutes)

Recap the key points of the lesson, emphasizing the importance of clear communication and professionalism when responding to customer queries.

Assign homework: Ask students to prepare a response to a hypothetical customer query about a product.

## Teaching Plan Two: Advanced Customer Query Response

### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of understanding customer needs and providing tailored responses.

### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to product details, such as "FOB," "lead time," "capacity," and "accessory."

Use real-life examples and context to help students understand the application of these terms.

### Step 3: Course Content Presentation (15 minutes)

Discuss the role of product knowledge in providing effective customer service and how to use this knowledge to address specific customer concerns.

Highlight the importance of understanding and using industry-specific terminology.

### Step 4: Skill Training (20 minutes)

Have students role-play a situation where they need to respond to a customer query with detailed product information, focusing on the use of appropriate language and terminology.

Focus on the use of expressions related to product details and customer service.

### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes product details and customer concerns alongside the standard response components.

Discuss how this can help in creating a more comprehensive and tailored customer response.

#### Step 6: Skill Enhancement (15 minutes)

Review the use of modal verbs, especially "may," in expressing permission, speculation, and wishes in customer service contexts.

Practice exercises to help students understand and use these modal verbs correctly in their responses.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of product knowledge and the use of appropriate language in providing advanced customer service.

Assign homework: Ask students to revise their previous customer response, incorporating detailed product information and industry-specific terminology.

### 十、教学反馈

本单元的教学计划旨在教授学生如何有效地回复客户查询。整体上，教学内容设计合理，涵盖了从引入到能力提升的各个环节。通过引入环节，学生能够理解与客户沟通的重要性，并激发他们对即将学习内容的兴趣。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇，为后续的客户查询回复打下基础。

课程内容呈现环节清晰地介绍了回复客户查询的步骤和注意事项，强调了提供准确信息和保持专业态度的重要性。技能训练环节通过模拟场景，让学生实践如何准备和回复客户查询，这有助于学生将理论知识转化为实际操作能力。思维导图的使用有助于学生更好地组织回复内容，而技能提升环节则通过练习，帮助学生掌握表达产品信息和解决客户问题的语言。

总而言之，教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨客户服务中的复杂情况。此外，提供更多关于国际客户服务的文化和礼仪知识，可以帮助学生更好地准备应对不同文化背景下的客户服务。最后，作业设计可以更加多样化，鼓励学生在实际情境中应用所学知识，以增强学习效果。

## Unit 10 Write an order confirmation email

|        |                                                                                                                                                                                                                                                                        |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 一、授课对象 | 高职商务英语大一学生                                                                                                                                                                                                                                                             |
| 二、学时   | 4 学时（180 分钟）                                                                                                                                                                                                                                                           |
| 三、教学目标 |                                                                                                                                                                                                                                                                        |
| 1、知识目标 | <ul style="list-style-type: none"> <li>➤ 学生能够理解并掌握订单确认电子邮件的撰写要求,包括确认订单信息、价格、库存、交付和付款等。</li> <li>➤ 学生能够了解并使用与订单处理相关的专业术语,如“order confirmation email”,“quantity”,“delivery time”,“terms of payments”等。</li> <li>➤ 学生能够认识到订单确认电子邮件在商业沟通中的重要性,以及如何确保信息的准确性和及时性。</li> </ul> |
| 2、技能目标 | <ul style="list-style-type: none"> <li>➤ 学生能够收集和整理订单的关键信息,并在电子邮件中清晰地表达这些信息。</li> <li>➤ 学生能够撰写结构清晰、内容完整的订单确认电子邮件,确保客户能够充分了解订单状态。</li> <li>➤ 学生能够通过模拟练习和角色扮演,提高在实际商务沟通中的电子邮件撰写能力。</li> </ul>                                                                             |
| 3、思政目标 | <ul style="list-style-type: none"> <li>➤ 培养学生的服务意识和责任感,通过学习如何撰写订单确认电子邮件,提升其职业素养。</li> <li>➤ 通过团队合作和讨论,增强学生的团队协作能力和集体主义精神。</li> <li>➤ 在处理订单确认电子邮件的过程中,培养学生的诚信和专业精神,确保信息的准确性,尊重客户的权益。</li> </ul>                                                                         |
| 四、教学重点 | <ul style="list-style-type: none"> <li>➤ 学习撰写包含所有必要信息的订单确认邮件。</li> <li>➤ 使用专业和礼貌的语言与客户沟通。</li> <li>➤ 确保邮件内容的准确性和及时性。</li> </ul>                                                                                                                                        |
| 五、教学难点 | <ul style="list-style-type: none"> <li>➤ 如何在邮件中清晰地列出订单详情。</li> <li>➤ 如何处理订单变更和客户的特殊要求。</li> </ul>                                                                                                                                                                      |

|         |                                                                                                                                         |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 六、信息化平台 |                                                       |
| 七、作业    | <ul style="list-style-type: none"> <li>➤ 为一个虚构的订单撰写一封订单确认邮件，包括订单号、产品详情、交付时间和付款信息。</li> </ul>                                            |
| 八、教学反馈  | <ul style="list-style-type: none"> <li>➤ 在学生展示口头公告后，教师应提供具体、建设性的反馈，帮助学生改进表达和沟通技巧。</li> <li>➤ 鼓励学生在团队建设活动中积极实践所学知识，以增强团队合作能力。</li> </ul> |

## 九、教学过程

### Teaching Plan One: Writing an Order Confirmation Email

#### Step 1: Introduction (10 minutes)

Begin the lesson by discussing the importance of order confirmation emails in business transactions and their role in maintaining clear communication with customers.

Engage students in a brief discussion about their experiences with online shopping and the types of confirmation emails they have received.

#### Step 2: Vocabulary Learning (15 minutes)

Introduce key vocabulary related to order confirmation, such as "confirmation," "quantity," "delivery time," and "payment method."

Use flashcards and short sentences to help students understand and memorize these terms.

Group activity: Students create their own sentences using the new vocabulary.

### Step 3: Course Content Presentation (15 minutes)

Present the structure and components of an order confirmation email, emphasizing the need for clarity, professionalism, and attention to detail.

Discuss the purpose of an order confirmation email and the key points to consider when writing one.

### Step 4: Skill Training (20 minutes)

Divide students into groups and give each group a scenario where they need to write an order confirmation email for a hypothetical customer.

Provide a template and guide them through the process of organizing the email and including all necessary information.

### Step 5: Mind Mapping (10 minutes)

Teach students how to create a mind map to outline the structure of an order confirmation email.

Have students share their mind maps and discuss how they can be used to ensure all important details are included.

### Step 6: Skill Enhancement (15 minutes)

Review the language used in order confirmation emails, focusing on expressions that convey gratitude, confirmation, and future cooperation.

Practice exercises to help students use these expressions effectively in their emails.

### Step 7: Summary (10 minutes)

Recap the key points of the lesson, emphasizing the importance of a well-structured and clear order confirmation email.

Assign homework: Ask students to write an order confirmation email for a

hypothetical order.

## **Teaching Plan Two: Advanced Order Confirmation Email Writing**

### Step 1: Introduction (10 minutes)

Review the previous lesson and discuss the importance of adapting order confirmation emails to different customer needs and expectations.

### Step 2: Vocabulary Learning (15 minutes)

Expand the vocabulary list with terms related to international shipping and payment terms, such as "transship," "advance," and "invoice."

Use real-life examples and context to help students understand the application of these terms.

### Step 3: Course Content Presentation (15 minutes)

Discuss the role of intercultural communication in writing order confirmation emails for international clients.

Highlight the importance of understanding and using appropriate language and expressions for different cultures.

### Step 4: Skill Training (20 minutes)

Have students role-play a situation where they need to write an order confirmation email for an international client, focusing on the use of appropriate language and cultural considerations.

Focus on the use of expressions related to international shipping and payment terms.

### Step 5: Mind Mapping (10 minutes)

Guide students in creating a mind map that includes cultural considerations alongside the standard order confirmation email components.

Discuss how this can help in creating a more culturally sensitive and effective email.

#### Step 6: Skill Enhancement (15 minutes)

Review the use of "would like" in expressing requests and suggestions, focusing on its polite and indirect tone.

Practice exercises to help students understand and use this modal verb correctly in their emails.

#### Step 7: Summary (10 minutes)

Summarize the lesson, highlighting the importance of cultural sensitivity and adaptability in writing order confirmation emails for international clients.

Assign homework: Ask students to revise their previous order confirmation email, incorporating cultural considerations and international shipping and payment terms.

### 十、教学反馈

本单元的教学计划旨在教授学生如何撰写订单确认邮件。整体上，教学内容包括合理，涵盖了从引入到能力提升的各个环节。通过引入环节，学生能够理解订单确认邮件在商业交易中的重要性，并激发他们对即将学习内容的兴趣。词汇学习环节通过实际例句和角色扮演活动，帮助学生掌握关键词汇，为后续的邮件撰写打下基础。

课程内容呈现环节清晰地介绍了订单确认邮件的结构和组成部分，强调了清晰、专业和注重细节的重要性。技能训练环节通过模拟场景，让学生实践如何撰写订单确认邮件，这有助于学生将理论知识转化为实际操作能力。思维导图的使用有助于学生更好地组织邮件内容，而技能提升环节则通过练习，帮助学生掌握表达感谢、确认订单和未来合作意愿的语言。

整体而言，教学计划有效地结合了理论与实践，通过多种教学方法提高了学生的学习兴趣 and 参与度。然而，教学计划可以在互动性方面进一步加强，例如通过小组讨论和案例分析，让学生更深入地探讨订单确认邮件中的文化差异和适应性。此外，提供更多关于国际订单处理的知识和策略，可以帮助学生更好地准备应对不同文化背景下的订单处理。