

《会展英语》课程课程标准

课内学时数：36

课内实训学时数：12

适用的专业范围及层次：商务英语专业

学分：2

考核方式:考核

一、课程的性质和任务

《会展英语》以教育部最新颁发的《高职高专教育英语课程教学基本要求》各项内容为依据，特别强调“在加强英语语言基础和基本技能的同时，重视培养学生实际使用英语进行交际的能力”。其以够用、实用、致用为经度延伸，以专业、职业、行业为纬度扩展，以语言训练提高增强交际能力为主，以实践训练掌握会展各有关常规知识为辅，提倡实际应用的自主互动的学习过程。本门课程致力于提高学生在职场中实际应用英语交际的能力，增强对会展业及会展常规知识的了解，培养和建立起良好的职业准备和较高的职业素质。

二、课时安排和教学对象

周课时：2 节；总学时：36 适用于三年制高职高专英语专业和会展专业。学生已掌握基本的英语语音语法知识，已具有初步应用英语进行听、说、读、写的的能力。

三、教学基本要求

1. 系统地讲授英语语言知识和会展知识，提高学生熟练运用英语进行交际的能力，加深对会展知识的理解。
2. 介绍会展的各个流程：会展准备，展址选择，邀请客户，参展程序，主持会议，接待礼仪；培养和锻炼学生在各个流程中应用英语交际的能力和技巧。
3. 熟知会展术语和套话的英语表达，能在实际职场中灵活应用所学知识。

四、教学内容及进度

1. 熟悉和掌握会展行业相关的知识和实践技能，了解会展基本流程的内容、顺序、相互关系及其实际操作细节。详见教学进度表：

模块	项目名称	任务	学时
1.General Introduction	General Introduction to The course and Exhibition Industry	1.Introducing the Course and Exhibition Industry 2. Introducing an	2

		Exhibition	
2.Services before an Exhibition	1. Promoting an Exhibition	1.Inviting to an Exhibition 2.Enquiring about an Exhibition 3.Choosing an Exhibition	4
	2.Making Exhibiting Arrangements	1.Booking a Stand 2.Arranging Shipping 3.Handling Insurance 4.Making Travel Arrangements	4
	3.Moving in an Exhibition	1.Building the Booth 2.Decorating the Booth 3.Training Booth Staff.	4
3.Services at an Exhibition	4.Receiving Clients	1.Receiving Customers at a Booth 2.Socializing with Clients 3.Going Sightseeing with Clients	4
	5.Presenting Products	1.Presenting Products 2.Talking with Visiting Clients about New Products 3.Learning to Present Effectively	4
	6.Negotiating Business	1.Negotiating about Price 2.Negotiating about Payment 3.Negotiating about Shipment 4.Negotiating about Packing and Insurance	4
	7.Signing a Contract	1.Drawing up a Contract 2.Amending a Contract 3.Signing a Contract	4
4.Services after an Exhibition	8.Following up Business	1.Learning Exhibition Follow-up Strategy 2.Planning After-show Marketing Activities 3.Following up Sales Orders&Prospects	4

	9.Analyzing Exhibition Results	1.Measuring the Success of an Exhibition 2.Reporting Exhibition Results 3.Writing Reports on Exhibition Results	2
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五、实践教学部分

实践一、Job Interviews

(一) Aims : 1. Get the students to know how to prepare for an interview and how to answer questions about personal details and work experience

(二) Contents: Practice the different roles in different activities

实践二、On the Phone

(一) Aims get the students know how to answer the phone

(二) Contents: 1. Practice answer the phone

2. Practice connect a caller

实践三、book an airline ticket

(一) Aims : Get the students to know how to book an airline ticket.

(二) Contents: 1. enquire about flights

2.learn about conversations taken place for book an airline ticket.

实践四、book a hotel room

(一) Aims : Get the students to know how to book a hotel room.

(二) Contents: 1. enquire about hotel rooms

2.learn about conversations taken place for book a hotel room.

实践五、check in at the airport

(一) Aims : Get the students to know how to check in at the airport.

Contents: learn to know how to answer or ask questions at the check in desk at the airport.

实践六、go through the customs

(一) Aims : Get the students to know how to go through customs.

Contents: learn to know how to answer or ask questions for going through customs..

实践七、receive visitors at the airport

(一) Aims : Get the students to know how to use receive people at the airport.

Contents: to learn about how to make small talks with people at the airport; to know the related etiquette required for receiving people at the airport.

实践八、Receiving Visitors

(一) Aims : Get the students to know how to understand the procedures involved when receiving business visitors

(二) Contents: Practise how to receive business visitors who have an appointment

And how to meet visitors at the airport

实践九、Business Dinner

- (一) Aims : Get the students to know how to understand and use basic dinner-related vocabulary
- (二) Contents: Practise the ways of inviting business associates to dinner and order food

实践十、Company Presentations

- (一) Aims : Get the students to know how to identify the structure of a company presentation
- (二) Contents: Practise talk about a company profile and give a brief self-introduction

实践十一、Product Presentations

- (一) Aims : Get the students to know how to identify the structure of a product presentation
- (二) Contents: Practice the ways of describe a product and ask for information about a product.

实践十二、Factory Tour

- (一) Aims : Get the students to know how to have a guided plant tour.
- (二) Contents: to practice the sentences on how to introduce the related information of the factory to the visitors.

实践十三、Make enquiries

- (一) Aims : Get the students to know how to make enquiries
- (二) Contents: to practice the sentences on how to introduce the products and how to negotiate on the related conditions when doing business.

实践十四、Negotiating prices

- (一) Aims : Get the students to know how to negotiation prices with others in business.
- (二) Contents: to learn the sentences related in price negotiations.

实践十五、Terms of payment

- (一) Aims : Get the students to know how to negotiate on the terms of payment.
- (二) Contents: to practice the sentences on how to introduce the terms of payment to others and how to negotiate on this topic.

实践十六、Delivery

- (一) Aims : Get the students to know how to talk about delivery.
- (二) Contents: to practice the sentences on how to introduce ways of delivery and how to negotiate on the time of delivery.

实践十七、Place an order

- (一) Aims : Get the students to know how to place an order.
- (二) Contents: to practice the sentences on how to place an order.

实践十三八、Trade fair

(一) Aims : Get the students to know how to have a trade fair

(二) Contents: to practice the sentences on how to introduce the products and how to negotiate on the related conditions when doing business.

六、教学条件

1. 充分运用多媒体教室进行常规课堂教学和一系列课堂活动。
2. 利用语音设备对学生进行听力训练；利用实物投影仪实施案例展示和分析。
3. 运用活动座位进行讨论教学和分组活动。
4. 运用 powerpoint 软件制作辅助教学的多媒体课件。
5. 争取到实际展会参观实习的机会。

七、教法说明

- 1、采取精读分析与情境模拟相结合的教学模式，通过精读分析了解会展常识，增加会展知识，熟知会展术语套话，利用情境模拟训练应用所学，操练所习，练习所得。
- 2、以学生为中心，开展各种课堂活动，竞赛，游戏进行交际能力训练，从而让学生在劳逸结合，动静互补中接受知识，理解知识和应用知识。
- 3、利用现代技术教学工具，互联网培养学生独立查找，搜集，汇总，整理，编辑信息的能力。
- 4、督促学生关注社会上的会展信息，注意搜集整理；帮助学生争取到实际的会议和展览中实习的机会，亲身体会会展的策划、组织、和执行过程，做到学以致用，积累经验。

八、实践教学部分

本学期教学实践要求完成以下具体任务：

1. 介绍会展
2. 选择会址
3. 面试工作
4. 参展流程
5. 准备会展
6. 主持会议

7. 展厅接待礼仪

九、考核方式和评分方法

本课程的考核采取形成性考核和课程终结考试两种形式，课程总成绩为百分制，形成性考核占 20%，课程终结考试占 80%。

十、教材与参考书

王铮 编著 《会展英语》 北京：高等教育出版社，2003

杨翠萍 编著 《会展英语》 上海：上海交通大学出版社，2004

袁菊花 编著 《会展英语简易教程》 广州：广东世界图书出版公司，2006

张占军等 编著 《会展英语》 北京：中国商务出版社，2005

吴云 著 《会展交际英语》 上海：立信会计出版社，2004

丁衡祁等 编著 《会展英语》 北京：对外经济贸易大学出版社，2006

黄晨等 编著 《会展英语》 杭州：浙江大学出版社，2007