



# 职场实用英语二

Practical English for Workplace II

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专 业	商务英语
学 时	72
教 材	职场实用英语交际教程（中级）




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# Unit 1 Report an activity

一、授课对象	高职商务英语大二学生
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>➤ 理解并掌握职场实用英语交际中与团队建设相关的词汇和表达方式，如“team building”、“icebreaker”、“co-worker”等。</li> <li>➤ 了解团队建设活动的目的、过程和可能带来的益处，比如增进团队成员之间的了解和信任，提高团队合作效率。</li> <li>➤ 学习如何组织和报告团队建设活动，包括活动的时间、地点、参与者、目标、活动内容和过程。</li> <li>➤ 了解不同文化背景下的团队合作特点和可能遇到的挑战。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 能够组织并参与团队建设活动，通过实践活动提高沟通和协作能力。</li> <li>➤ 能够清晰、有逻辑地口头报告团队建设活动，包括活动概述、细节描述和个人反思。</li> <li>➤ 能够在团队活动中有效地使用英语进行交流，包括听力理解、口语表达和词汇运用。</li> <li>➤ 能够分析和反思团队建设活动的效果，提出改进团队合作的建议。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 培养团队合作精神，认识到团队合作在实现组织目标中的重要作用。</li> <li>➤ 增强跨文化交流意识，理解和尊重不同文化背景下的团队成员，促进多元文化的融合。</li> <li>➤ 通过团队建设活动，强化集体主义观念，认识到个人利益与集体利益的一致性。</li> <li>➤ 通过实践活动，提升解决实际问题的能力，培养创新思维和批判性思维。</li> </ul>

<p>四、教学重点</p>	<ul style="list-style-type: none"> <li>➤ 词汇和表达学习： 重点教授与团队建设相关的专业词汇和表达方式，确保学生能够准确理解和使用这些语言点。</li> <li>➤ 听力理解能力： 通过听取团队建设活动的介绍和相关讨论，加强学生的听力理解能力，特别是对细节信息的把握。</li> <li>➤ 口头报告技巧： 指导学生如何组织和表达口头报告，包括引言、主体和结论的结构安排，以及如何清晰、有逻辑地传达信息。</li> <li>➤ 跨文化交际意识： 强调在团队建设中考虑文化差异的重要性，培养学生的跨文化交际意识和能力。</li> <li>➤ 团队合作精神： 通过模拟团队建设活动，让学生体验团队合作的过程，理解团队合作的价值和意义。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 实际应用能力： 将理论知识转化为实际应用，特别是在组织口头报告和参与团队建设活动时，如何将学到的词汇和表达方式自然、流畅地运用。</li> <li>➤ 文化差异的理解： 帮助学生理解并尊重不同文化背景下的团队合作方式，这可能需要额外的文化背景知识和敏感性培训。</li> <li>➤ 口头表达的流畅性： 学生在进行口头报告时可能会遇到语言组织和表达上的困难，特别是在限定时间内清晰、准确地传达复杂信息。</li> <li>➤ 团队活动的组织和参与： 对于一些学生来说，如何有效地组织和参与团队活动可能是个挑战，特别是需要协调不同个性和背景的团队成员。</li> <li>➤ 批判性思维的培养： 在团队建设活动中，鼓励学生批判性地思考活动的效果和团队动态，提出建设性的反馈和改进建议，这需要教师引导和培养学生的批判性思维能力。</li> </ul>
<p>六、信息化平台</p>	

<p>七、作业</p>	<ul style="list-style-type: none"> <li>➤ <b>作业主题：</b> 团队建设活动词汇应用</li> <li>➤ <b>作业要求：</b></li> <li>➤ 词汇复习：回顾本单元学到的与团队建设相关的词汇和表达方式。</li> <li>➤ 词汇应用：选择至少 5 个本单元学到的词汇，每个词汇用一句话来造句，句子需要反映出该词汇在团队建设活动中的应用场景。</li> <li>➤ 句子创作：用你造的句子，编写一个简短的故事或对话，描述一个团队建设活动的场景。</li> <li>➤ <b>提交形式：</b></li> <li>➤ 以书面形式提交，字数不限，但每个句子至少包含 10 个单词。</li> <li>➤ 作业应包括词汇列表、造句和故事或对话。</li> </ul>
<p>八、评价方式</p>	<ul style="list-style-type: none"> <li>➤ 课堂参与：记录学生在模拟团队建设活动中的互动和讨论情况。</li> <li>➤ 词汇测试：通过小测验评估学生对关键词汇的掌握。</li> <li>➤ 听力理解：通过相关听力材料，检验学生对活动细节的理解。</li> <li>➤ 报告草稿：评价学生初步的团队建设活动报告草稿，注重内容和逻辑。</li> </ul>

## 九、教学过程

### 第一课时：团队建设工作坊报告的准备与练习（90 分钟）

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

Begin with a quick discussion on the significance of reporting activities in a professional environment.

Share the scenario of Cathy Zhu from X-Tech, setting the stage for the team building workshop report.

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

Introduce key vocabulary from the unit such as "team building", "workshop", "administration", and "cooperate".

Have students participate in a matching exercise to pair the vocabulary words with their

definitions and use them in sample sentences.

Step 3: Content Structuring (20 minutes)

Present the structure of an activity report, emphasizing the importance of a logical sequence, time sequence, and cause and effect relationships.

Discuss the content and structure with students, encouraging them to take notes on the key elements.

Step 4: Information Gathering (30 minutes)

Assign students to groups to gather information about the team building workshop from the "Inputting" section of the slides.

Have each group present their findings, focusing on the details of the activities and the objectives of the workshop.

Step 5: Report Drafting (10 minutes)

Guide students in drafting a brief outline of the oral report they will deliver, using the information gathered and the structure discussed.

Step 6: Language Practice (15 minutes)

Focus on language points such as "be made up of", "weakness", and "icebreaker".

Students practice using these expressions in context, both in writing and through role-play.

Step 7: Summary and Reflection (10 minutes)

Summarize the key learnings from the class, including the importance of structuring the report and the use of appropriate language.

Ask students to reflect on what they have learned and how they can apply it to their report.

**第二课时：团队建设工作坊报告的完善与展示（90分钟）**

Step 1: Review and Feedback (10 minutes)

Review the outlines and drafts from the previous class, providing feedback on the content and structure.

Discuss common issues and how to address them in the final report.

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

Introduce additional vocabulary related to reporting, such as "summarize", "highlight", and "conclude".

Engage students in activities to reinforce the use of these words in context.

#### Step 3: Report Refinement (20 minutes)

Have students refine their report drafts based on the feedback received, focusing on clarity and coherence.

Discuss the importance of a strong introduction and conclusion in capturing the audience's attention.

#### Step 4: Final Report Preparation (30 minutes)

Guide students in preparing their final reports, ensuring they include all necessary information and are well-structured.

Conduct a mock presentation where students deliver their reports to the class, providing feedback on their delivery.

#### Step 5: Language Points Application (10 minutes)

Review the language points and ensure students are comfortable using them in their reports.

Discuss the nuances of using these expressions effectively to convey the right message.

#### Step 6: Communication Skills Enhancement (15 minutes)

Discuss strategies for delivering an engaging and persuasive report, focusing on tone, pace, and body language.

Have students practice their delivery, incorporating the feedback received.

**Step 7: Conclusion and Next Steps (10 minutes)**

Summarize the key elements of an effective activity report and the importance of clear communication.

Encourage students to continue practicing their reporting skills and apply what they've learned to future professional scenarios.

**十、教学反思**

本单元主要围绕如何组织和报告团队建设活动展开，学生通过模拟实际工作场景，如组织工作坊和撰写报告，来提高他们的职场英语交际能力。学生在参与讨论、角色扮演和报告撰写等活动中表现出了较高的热情和参与度，这表明将教学内容与学生的职业发展紧密结合是提高学习动力的有效策略。在词汇教学方面，学生能够记忆并正确使用与团队建设相关的专业术语，这为他们在实际交流中提供了坚实的语言基础。然而，我也注意到在听力理解方面，部分学生在捕捉和理解快速对话中的信息时存在困难，这提示我在未来的课程中需要加强听力技能的培养，特别是在处理复杂和专业信息时。写作技能的提升是本单元的一个重要目标，学生在撰写团队建设活动的报告时，我鼓励他们注重内容的逻辑性和条理性。尽管如此，一些学生在组织报告结构和清晰表达思路上仍显不足，这需要我在后续教学中提供更多的指导和实践机会。此外，在培养学生的跨文化交际意识方面还有提升空间。虽然本单元的内容涉及了多元文化背景下的团队合作，但在实际教学中，可以通过更多案例分析和讨论来增强学生的文化敏感性和适应性。最后，我认为可以进一步利用现代教育技术，如在线协作工具和多媒体资源，来丰富教学内容和提高学生的参与度。通过这些反思，我计划在未来的教学中不断调整和优化教学策略，以更好地满足学生的学习需求，帮助他们在职场英语交际方面取得更大的进步。

## Unit 2 Arrange a hotel booking

一、授课对象	高职商务英语大二学生
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>➤ 理解酒店预订的流程和细节</li> <li>➤ 掌握与酒店预订相关的词汇</li> <li>➤ 了解不同类型酒店的特点</li> <li>➤ 了解共享经济及其对传统住宿行业的影响</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 学生能够理解有关酒店预订的对话，并提取关键信息。</li> <li>➤ 学生能够阅读并理解有关酒店信息的介绍，以及共享经济对住宿行业影响的文章。</li> <li>➤ 能够撰写一封建议性的电子邮件，就酒店预订提出建议，并提供充分的理由和证据。</li> <li>➤ 能够根据客户的需求和酒店的实际情况，进行比较分析，并做出合理的预订建议。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 培养服务意识：通过模拟酒店预订的情景，学生能够理解在服务行业中满足客户需求的重要性。</li> <li>➤ 增强责任感：学生在为他人预订酒店时，需要考虑全面，展现出对他人需求的关心和负责任的态度。</li> <li>➤ 提升跨文化交流能力：了解不同文化背景下的住宿习惯和偏好，增强在多元文化环境中的适应能力和交流技巧。</li> <li>➤ 激发创新思维：通过探讨共享经济对传统酒店业的影响，鼓励学生思考传统服务行业的创新途径和发展趋势。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 掌握酒店预订关键信息：理解预订时需考虑的要素，如住宿日期、房型、价格等。</li> </ul>

	<ul style="list-style-type: none"> <li>➤ 学习专业词汇：与酒店预订相关的词汇，如“booking”、“check out”等。</li> <li>➤ 提升听力技能：通过对话练习，加强理解酒店预订细节的能力。</li> <li>➤ 练习写作技巧：撰写建议性邮件，包括合理结构和清晰表达。</li> <li>➤ 培养决策能力：根据客户需求和酒店信息做出合适的预订选择。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 实际应用：将所学知识应用于模拟酒店预订情景。</li> <li>➤ 处理细节信息：在听力练习中准确捕捉和理解详细信息。</li> <li>➤ 组织写作内容：在邮件写作中逻辑清晰地表达建议和理由。</li> <li>➤ 跨文化理解：理解不同文化中的住宿习惯。</li> <li>➤ 理解共享经济：把握共享经济概念及其对酒店业的影响。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<ul style="list-style-type: none"> <li>➤ <b>作业主题：</b> 酒店预订情景模拟</li> <li>➤ <b>作业要求：</b> <ul style="list-style-type: none"> <li>● 情景设定：假设你需要为即将到来的商务出差预订酒店。你已经收到出差的具体日期和基本要求。</li> <li>● 邮件撰写：给你的行政助理写一封邮件，说明你选择的酒店以及选择的理由。邮件需要包括以下内容：           <ul style="list-style-type: none"> <li>● 出差日期和天数。</li> <li>● 酒店选择及其理由。</li> <li>● 特别的需求或注意事项（如无烟房、高楼层等）。</li> </ul> </li> <li>● 词汇运用：在邮件中至少使用 5 个本单元学到的与酒店预订相关的词汇。</li> </ul> </li> <li>➤ <b>提交形式：</b> <ul style="list-style-type: none"> <li>● 书面邮件形式，字数不少于 150 字。</li> </ul> </li> </ul>

八、评价方式	<ul style="list-style-type: none"><li>➤ 模拟预订：观察学生在模拟酒店预订情景中的表现和问题解决能力。</li><li>➤ 邮件写作：检查学生撰写的酒店预订建议邮件草稿，关注结构和语言准确性。</li><li>➤ 词汇运用：通过填空和改错任务，评估学生对酒店预订相关词汇的应用。</li><li>➤ 学习日志：定期检查学生记录的学习日志，了解学习过程和自我反思。</li></ul>
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## 九、教学过程

### 第一课时：酒店预订准备与模拟练习（90 分钟）

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

Begin the class with a brief discussion on the importance of effective communication in travel and accommodation arrangements.

Share scenarios where proper hotel booking can enhance or hinder business trips.

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

Introduce key vocabulary related to hotel booking such as "reservation", "amenities", "check-in", "availability", and "budget".

Conduct a matching exercise where students pair the words with their definitions and use them in context.

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

Role-play a scenario where a staff member must book a hotel for a manager's upcoming trip.

Discuss the key points that need to be clarified before making a booking, such as dates, preferences, and budget.

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

Divide students into groups to discuss the factors to consider when choosing a hotel (location,

price, amenities, etc.).

Have each group present their strategy for making a hotel booking based on given requirements.

**Step 5: Information Organization (10 minutes)**

Teach students how to take notes and organize information effectively for making a hotel booking.

Have students practice organizing a set of hotel details and presenting the information clearly.

**Step 6: Critical Thinking and Application (15 minutes)**

Encourage students to consider potential issues that may arise during the booking process and how to address them.

Role-play scenarios where students handle unexpected situations, such as booking cancellations or changes.

**Step 7: Summary and Reflection (10 minutes)**

Review the key steps in making a hotel booking and the importance of clear communication.

Discuss the role of attention to detail in successful travel arrangements.

**第二课时：酒店预订信息整理与邮件撰写（90 分钟）**

**Step 1: Review and Feedback (10 minutes)**

Review the key points from the previous class on hotel booking procedures.

Provide feedback on students' initial attempts at organizing hotel booking information.

**Step 2: Vocabulary Enhancement (15 minutes)**

Review and introduce new vocabulary related to hotel facilities and services, such as "continental breakfast", "upgrade", "concierge".

Engage students in exercises to use these new words in sentences that relate to hotel booking scenarios.

**Step 3: Detailed Scenario Analysis (20 minutes)**

Analyze a detailed scenario where a hotel booking must be made, considering all the nuances of the client's needs.

Discuss how to tailor a booking to meet specific client requirements and preferences.

**Step 4: Email Drafting (30 minutes)**

Guide students in drafting an email to suggest a hotel booking to a manager, including all necessary details and justifications.

Review the structure of a formal email and the importance of a professional tone.

**Step 5: Email Review (10 minutes)**

Review the components of a well-structured email and discuss strategies for ensuring clarity and effectiveness.

Have students exchange emails and provide peer feedback on organization and clarity.

**Step 6: Advanced Writing Skills (15 分钟)**

Discuss the importance of a compelling subject line and opening paragraph in an email.

Practice writing strong opening lines for emails that will grab the reader's attention.

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

Summarize the key elements of effective hotel booking communication through email.

Encourage students to apply these skills when making real hotel bookings or similar professional communications.

**十一、教学反思**

学生在模拟酒店预订的情景中表现出了浓厚的兴趣,这显示了将教学内容与现实生活紧密结合的重要性。专业词汇的学习取得了积极成效,学生们能够熟练地在对话和写作中运用这些词汇。然而,在听力练习中,学生捕捉细节信息的能力仍有待提高,这提示我在未来的课程设计中需要增加更多针对性的训练。在写作技能方面,一些学生在组织邮件内容和逻辑表达上存在挑战,我计划在后续教学中加强写作技巧的指导,特别是如何清晰、有逻辑地撰写建议性邮件。此外,虽然本单元涉及了跨文化内容,但我认为在这方面的探讨不够深入,未来可以通过引入更多跨文化元素来增强学生的全球视野和文化敏感性。最后,我意识到本单元的教学中未能充分利用现代技术,如在线预订系统,这在今后的教学中是一个可以改进的方面。通过这些反思,我将不断优化教学方法,以更好地适应学生的学习需求,提高他们的语言技能和跨文化交流能力。

## Unit 3 Draft maintenance instructions

一、授课对象	高职商务英语大二学生
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>➤ 了解无人机的基本特性、维护要求和操作注意事项。</li> <li>➤ 掌握维护指南的语言特点：学习如何使用正确的术语和表达方式来撰写清晰、准确的维护说明。</li> <li>➤ 了解无人机的应用领域：扩展对无人机在不同领域，如军事、商业、个人用途的应用的认识。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 撰写维护说明：学生能够根据所学知识撰写无人机或其他产品的维护说明。</li> <li>➤ 使用命令句和祈使句：在撰写说明时，能够正确使用命令句和祈使句来直接陈述指令。</li> <li>➤ 信息组织能力：能够将复杂的维护信息进行逻辑性的组织，使其条理清晰，便于用户理解。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 培养责任感：通过学习如何正确维护设备，培养学生对设备管理和使用的责任感。</li> <li>➤ 提升安全意识：强化学生在使用高科技产品时的安全意识，了解遵循操作规程的重要性。</li> <li>➤ 激发创新精神：通过了解无人机的最新发展和应用，激发学生的创新思维和探索精神。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 专业术语的掌握：学生需要掌握与无人机维护相关的专业术语，如“waterproof”，“battery”，“magnetize”等。</li> <li>➤ 维护说明的结构：重点教授如何组织和构建一份清晰、逻辑性强的维护说明文档，包括使用合适的标题和小标题。</li> </ul>

	<ul style="list-style-type: none"> <li>➤ 清晰明确的指令：强调使用命令句和祈使句来撰写维护步骤，确保用户能够明确理解如何进行操作。</li> <li>➤ 安全警告的撰写：教授如何有效地传达安全警告和注意事项，以防止用户在使用产品时发生危险。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 技术语言的准确性：正确使用专业术语和描述技术细节可能会对学生构成挑战，需要通过实例和练习加强理解。</li> <li>➤ 维护说明的逻辑性：组织和撰写条理清晰、逻辑性强的维护说明对一些学生来说可能较难，需要通过示范和反复练习来提高。</li> <li>➤ 安全意识的培养：虽然撰写安全警告是教学的一部分，但让学生真正理解遵守这些警告的重要性可能需要更多的引导和讨论。</li> <li>➤ 实际应用能力：将课堂上学到的知识应用到实际的维护说明撰写中，需要学生具备一定的实践能力和创新思维。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<ul style="list-style-type: none"> <li>➤ <b>作业主题： 无人机维护指南草稿</b></li> <li>➤ <b>作业要求：</b> <ul style="list-style-type: none"> <li>● 选择无人机型号：假设你负责为一款新型号的无人机编写维护指南。首先，为你的无人机选择一个名称，并列出具三个主要特点。</li> <li>● 撰写维护指南：根据无人机的特点，撰写一份简短的维护指南。指南应包括但不限于以下内容： <ul style="list-style-type: none"> <li>● 天气和环境要求：说明在何种天气条件下不宜使用无人机。</li> <li>● 电池维护：描述如何正确充电和存放电池。</li> <li>● 安全警告：提醒用户需要注意的安全事项。</li> <li>● 使用专业术语：在撰写指南时，至少使用 5 个本单元学到的专业术语。</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● 清晰准确的指令：确保你的指南中的指令清晰、准确，易于用户理解和遵循。</li> <li>➤ <b>提交形式：</b></li> <li>● 书面报告形式，字数不少于 200 字。</li> </ul>
八、评价方式	<ul style="list-style-type: none"> <li>➤ 课堂参与：观察学生在讨论无人机维护指南时的参与度和互动情况。</li> <li>➤ 词汇测试：通过小测验检查学生对无人机维护相关术语的掌握。</li> <li>➤ 模拟写作：评估学生撰写的无人机维护指南草稿，注重内容的完整性和指令的清晰度。</li> <li>➤ 同伴评审：学生相互评审维护指南，提供反馈，以促进相互学习和批判性思维的发展。</li> </ul>

## 九 教学过程

第一课时：维护指南草稿的准备与初步撰写（90 分钟）

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

Begin with a brief discussion on the importance of maintenance instructions for drones and other technical devices.

Share examples of well-written maintenance instructions to engage students' interest.

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

Introduce key vocabulary related to drone maintenance such as "waterproof", "battery", "magnet", and "discharge".

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

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

Role-play a scenario where students are maintenance engineers discussing the requirements for a new drone model.

Discuss the key points that should be included in the maintenance instructions based on the role-play.

**Step 4: Skills Development (30 minutes)**

Divide students into groups to brainstorm what information should be included in the drone maintenance instructions.

Conduct a drafting activity where students write the initial draft of the maintenance instructions, providing immediate feedback and guidance.

**Step 5: Structuring the Instructions (10 minutes)**

Teach students how to structure maintenance instructions using headings and subheadings for clarity.

Have students outline their instructions using a structured format.

**Step 6: Critical Thinking and Application (15 minutes)**

Encourage students to think critically about safety and practicality in maintenance instructions.

Have students practice incorporating safety warnings and practical tips into their drafts.

**Step 7: Summary and Reflection (10 minutes)**

Review the key elements of drafting maintenance instructions, emphasizing clarity and usefulness.

Discuss the importance of organizing information logically for easy understanding.

**第二课时：维护指南草稿的完善与展示（90分钟）****Step 1: Review and Feedback (10 minutes)**

Review the content from the previous lesson, focusing on the structure and clarity of the maintenance instructions.

Provide constructive feedback on students' initial drafts and discuss areas for improvement.

**Step 2: Vocabulary Enhancement (15 minutes)**

Review and introduce additional vocabulary related to advanced maintenance tasks, such as "upgrade", "malfunction", and "troubleshooting".

Engage students in vocabulary games and exercises to reinforce learning.

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

Analyze a detailed scenario where students must update the maintenance instructions for an upgraded drone model.

Discuss the changes and additional information that should be included in the updated instructions.

### Step 4: Finalizing the Instructions (30 minutes)

Guide students in refining their maintenance instructions based on feedback, focusing on language accuracy and comprehensiveness.

Conduct a final review session where students present their refined instructions to the class.

### Step 5: Structuring Review (10 minutes)

Review the structure of the maintenance instructions created in the first lesson and suggest improvements for better organization.

Discuss how to use headings and subheadings effectively to enhance readability.

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

Discuss the importance of using clear and direct language in maintenance instructions.

Have students practice rewriting complex sentences into simpler, more direct instructions.

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

Summarize the key elements of effective maintenance instructions and the importance of clear communication.

Encourage students to apply these skills when writing instructions for other technical devices or processes.

## 十、教学反思

学生对于撰写无人机维护指南的任务表现出了浓厚的兴趣,这表明与现代科技产品相关的教学内容能够有效吸引学生的注意力。在词汇学习方面,学生能够较好地掌握和运用与无

人机维护相关的专业术语，这为后续的写作任务打下了坚实的基础。然而，在撰写维护指南的过程中，我注意到部分学生在组织信息和构建清晰指令方面存在困难。这提示我在未来的课程设计中需要加强对写作结构和逻辑性的指导。此外，学生在处理安全警告和使用警示性语言时也显得不够自信，这需要我在课堂上提供更多的实践机会和反馈，以增强他们的表达能力和自信心。

总的来说，本单元的教学达到了预期目标，学生在专业英语写作和产品维护知识方面都有所提升。我将继续探索更有效的教学方法，以提高学生的写作技能和对技术文档的理解。

## Unit 4 Present a product upgrading proposal

一、授课对象	高职商务英语大二学生
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>➤ 理解产品升级提案的背景和必要性：学生需要了解为何需要对产品进行升级，以及这如何影响公司的销售和市场竞争力。</li> <li>➤ 掌握产品特性和客户需求：学习如何识别产品存在的问题，以及如何根据客户反馈进行改进。</li> <li>➤ 了解行业最新技术：通过阅读相关资料，了解当前水加热器行业的先进技术，如循环系统、集成冷凝技术等。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 撰写产品升级提案：学生能够撰写一份结构清晰、逻辑严密的产品升级提案。</li> <li>➤ 进行有效的口头报告：学生能够清晰、自信地向团队或管理层展示提案。</li> <li>➤ 分析和解决问题：学生能够分析客户反馈，提出切实可行的解决方案。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 培养创新意识：鼓励学生思考如何通过技术创新来提升产品竞争力。</li> <li>➤ 提升环保意识：通过讨论提高能效等环保措施，增强学生的环保责任感。</li> <li>➤ 强化服务意识：通过关注客户需求，培养学生的服务意识和以用户为中心的产品设计思维。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 产品升级提案的结构和内容：重点教授如何组织和撰写一份完整的产品升级提案，包括引言、主体和结尾。</li> <li>➤ 客户需求分析：强调如何收集和分析客户反馈，以确定产品升级的</li> </ul>

	<p>方向和重点。</p> <ul style="list-style-type: none"> <li>➤ 技术趋势理解：引导学生理解并掌握水加热器行业的最新技术，如循环系统和集成冷凝技术。</li> <li>➤ 有效沟通技巧：培养学生如何清晰、有逻辑地展示他们的提案，包括口头报告和视觉辅助材料的使用。安全警告的撰写：教授如何有效地传达安全警告和注意事项，以防止用户在使用产品时发生危险。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 技术细节的准确传达：学生可能在理解和传达复杂的技术细节方面遇到困难，需要通过实例和反复练习来加强理解。</li> <li>➤ 提案的逻辑性和说服力：撰写一个既有逻辑性又有说服力的提案对学生来说可能是一个挑战，需要通过模拟练习和反馈来提高。</li> <li>➤ 口头报告的自信和流畅性：学生在进行口头报告时可能会感到紧张，影响他们的表达和自信。需要通过角色扮演和模拟演讲来增强他们的演讲技巧。</li> <li>➤ 跨学科知识的整合：产品升级提案可能涉及市场营销、工程学和环境科学等多个领域的知识，整合这些跨学科知识对学生来说可能较为复杂。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<ul style="list-style-type: none"> <li>➤ 作业主题： 产品升级提案草稿</li> <li>➤ 作业要求： <ul style="list-style-type: none"> <li>● 选择产品：选择一款你熟悉的产品，可以是家用电器、数码产品或其他任何消费品。</li> <li>● 识别问题：基于客户反馈或市场调研，列出该产品目前存在的三个主要问题。</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● 提出解决方案：针对每个问题，提出至少一个具体的改进措施或升级建议。</li> <li>● 撰写提案：撰写一份简短的产品升级提案，包括以下内容：             <ul style="list-style-type: none"> <li>● 引言：简要介绍产品和提案目的。</li> <li>● 主体：详细描述问题和解决方案，包括预期的效果和实施步骤。</li> <li>● 结尾：总结提案要点，并邀请反馈。</li> </ul> </li> <li>● 使用专业术语：在提案中至少使用三个与产品升级相关的专业术语。</li> </ul> <p>➤ <b>提交形式：</b></p> <ul style="list-style-type: none"> <li>● 书面报告形式，字数不少于 300 字。</li> </ul>
八、评价方式	<ul style="list-style-type: none"> <li>➤ 课堂参与度：观察学生在讨论产品升级提案时的互动和参与情况。</li> <li>➤ 问题识别能力：评估学生识别产品问题准确性和深入性。</li> <li>➤ 解决方案创新性：评价学生提出的解决方案是否具有创新性和实用性。</li> <li>➤ 书面提案质量：根据内容完整性、逻辑性和语言准确性，评价学生撰写的提案草稿。</li> <li>➤ 自我和同伴评价：鼓励学生进行自我反思和同伴互评，以促进相互学习和批判性思维的发展。</li> </ul>

## 九、教学过程

第一课时：产品升级提案的准备与初步撰写（90 分钟）

Step 1: Warm-up and Introduction (10 minutes)

Begin the class with a brief discussion on the importance of product innovation in a competitive market.

Share examples of successful product upgrades that have significantly impacted a company's market position.

Step 2: Vocabulary Acquisition (15 minutes)

Introduce key vocabulary related to product upgrading such as "upgrade", "innovate", "efficiency", "warranty", and "safety".

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

Step 3: Scenario Presentation (20 minutes)

Role-play a scenario where students are product managers discussing customer feedback on a water heater.

Discuss the key issues identified from customer feedback and the need for product upgrading.

Step 4: Skills Development (30 minutes)

Divide students into groups to brainstorm ideas for upgrading the water heater based on the feedback.

Conduct a drafting activity where students write the initial draft of the product upgrading proposal, providing immediate feedback and guidance.

Step 5: Structuring the Proposal (10 minutes)

Teach students how to structure a proposal effectively using headings and subheadings.

Have students outline their proposals using a structured format.

Step 6: Critical Thinking and Application (15 minutes)

Encourage students to think critically about the feasibility and impact of the proposed upgrades.

Have students practice justifying their upgrades with logical arguments and market research.

Step 7: Summary and Reflection (10 minutes)

Review the key elements of drafting a product upgrading proposal, emphasizing clarity and persuasiveness.

Discuss the importance of a strong introduction and conclusion in a proposal.

第二课时：产品升级提案的完善与展示（90分钟）

Step 1: Review and Feedback (10 minutes)

Review the content from the previous lesson, focusing on the structure and clarity of the initial

proposal drafts.

Provide constructive feedback on students' drafts and discuss areas for improvement.

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

Review and introduce additional vocabulary related to technology and innovation, such as "integrated", "condensing", and "recirculation".

Engage students in vocabulary games and exercises to reinforce learning.

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

Analyze a detailed scenario where students must refine their proposals based on further market research.

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

#### Step 4: Finalizing the Proposal (30 minutes)

Guide students in refining their proposals based on feedback, focusing on language accuracy and comprehensiveness.

Conduct a final review session where students present their refined proposals to the class.

#### Step 5: Structuring Review (10 minutes)

Review the structure of the proposals created in the first lesson and suggest improvements for better organization.

Discuss how to use headings and subheadings effectively to enhance readability.

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

Discuss the importance of using clear and persuasive language in proposals.

Have students practice rewriting sections of their proposals to make them more compelling.

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

Summarize the key elements of an effective product upgrading proposal and the importance of clear communication.

Encourage students to apply these skills when presenting proposals for other product improvements or innovations.

#### 十、教学反思

学生们对于提出创新的产品升级建议表现出了极高的热情，这反映出结合实际产品案例能有效提升他们的学习动力。在词汇学习方面，学生能够较好地掌握和运用与产品升级相关的专业术语，这为他们撰写提案打下了坚实的基础。然而，在撰写提案的过程中，我注意到部分学生在逻辑结构和清晰表达方面存在不足。这提示我在未来的课程设计中需要加强对提案写作结构和逻辑性的指导。此外，学生在展示提案时的自信心和流畅性也有待提高，这需要通过更多的模拟练习和即时反馈来加强。

总体而言，本单元的教学达到了预期目标，学生们在产品升级提案的撰写和口头报告方面都有显著进步。我将继续探索更有效的教学策略，以进一步提升学生的批判性思维和沟通技巧。

## Unit 5 Introduce a company

一、授课对象	高职商务英语大二学生
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>➤ 了解如何介绍一个公司的基本信息，包括公司历史、主要产品、服务、市场地位和社会责任。</li> <li>➤ 掌握与公司介绍相关的专业词汇，如“overview”、“retail”、“charity”、“signature product”等。</li> <li>➤ 理解公司如何通过其文化和价值观与客户和社区建立联系。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 能够准备并进行一次关于公司介绍的演讲，包括演讲的结构安排和内容组织。</li> <li>➤ 能够搜集有关公司的信息，分析潜在客户的兴趣点，并据此调整演讲内容。</li> <li>➤ 在演讲中清晰、准确地传达公司信息，并能够吸引和维持听众的注意力。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 企业社会责任意识：通过介绍公司的社会责任活动，培养学生对企业在社会中角色和责任的认知。</li> <li>➤ 文化自信：通过介绍中国企业的成功案例，增强学生对本土品牌和文化价值的自信。</li> <li>➤ 国际视野：在介绍公司时，培养学生的国际视野和跨文化交流能力，为未来的国际合作打下基础。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 公司介绍的结构：教授学生如何组织和构建公司介绍的演讲，包括引言、主体和结尾。</li> <li>➤ 关键信息的提取：指导学生如何从大量信息中提取关键信息，如公司历史、产品、服务和成就等。</li> </ul>

	<ul style="list-style-type: none"> <li>➤ 专业词汇的应用：确保学生能够准确使用与公司介绍相关的专业词汇和表达。</li> <li>➤ 演讲技巧：提升学生的演讲技巧，包括语言表达、肢体语言和与听众互动。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 信息的逻辑性：帮助学生将收集到的公司信息逻辑清晰地组织起来，避免演讲内容混乱。</li> <li>➤ 吸引听众：教授学生如何吸引并维持听众的注意力，尤其是在介绍较为枯燥的公司信息时。</li> <li>➤ 文化差异的理解：鉴于演讲可能面向不同文化背景的听众，学生需要理解并尊重文化差异，适当调整演讲内容和风格。</li> <li>➤ 演讲的自然流畅性：鼓励学生在演讲中做到自然流畅，避免过度依赖讲稿，同时确保信息的准确性。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<ul style="list-style-type: none"> <li>➤ <b>作业主题：</b> 公司介绍演讲稿撰写</li> <li>➤ <b>作业要求：</b> <ul style="list-style-type: none"> <li>● 选择公司：选择一个你感兴趣的真实公司或虚构一个公司。</li> <li>● 搜集信息：搜集该公司的基本信息，包括但不限于公司历史、主要产品或服务、市场地位、企业文化和社会责任活动。</li> <li>● 撰写演讲稿：撰写一份演讲稿，向潜在客户或合作伙伴介绍该公司。演讲稿应包括以下内容： <ul style="list-style-type: none"> <li>● 引言：吸引听众注意力的开场白。</li> <li>● 公司概况：公司的基本信息和历史。</li> <li>● 产品与服务：公司的主要产品或服务介绍。</li> <li>● 成就与社会责任：公司的重要成就和社会责任活动。</li> </ul> </li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>● 结尾：总结并邀请听众提问或讨论。</li> <li>● 使用专业词汇：在演讲稿中至少使用 5 个本单元学到的专业词汇。</li> <li>➤ <b>提交形式：</b></li> <li>● 书面演讲稿，字数不少于 400 字。</li> </ul>
八、评价方式	<ul style="list-style-type: none"> <li>➤ 演讲稿内容评估：检查学生撰写的演讲稿是否包含公司历史、产品服务、市场地位和社会责任等关键信息。</li> <li>➤ 专业词汇运用：评价学生在演讲稿中对本单元专业词汇的准确使用情况。</li> <li>➤ 演讲技巧观察：通过模拟演讲，观察学生的语言表达、肢体语言和互动能力。</li> <li>➤ 同伴评价：鼓励学生进行互评，提供建设性的反馈，以促进相互学习和批判性思维的发展。</li> <li>➤ 自我反思报告：要求学生提交演讲后的自我反思报告，评价自己的表现并提出改进措施。</li> </ul>

## 九、教学过程

第一课时：公司介绍演讲的准备与草稿撰写（90 分钟）

Step 1: Warm-up and Introduction (10 minutes)

Begin the class with a brief discussion on the significance of company presentations in business settings.

Share examples of impactful company introductions to engage students' interest.

Step 2: Vocabulary Acquisition (15 minutes)

Introduce key vocabulary related to company profiles, such as "overview", "retail", "charity", and "signature product".

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

Step 3: Scenario Presentation (20 minutes)

Role-play a scenario where students are company representatives preparing for a presentation.

Discuss the key points that should be included in a company introduction based on the role-play.

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

Divide students into groups to brainstorm the content for a compelling company presentation. Conduct a drafting activity where students write the initial draft of the company introduction, providing immediate feedback and guidance.

#### Step 5: Structuring the Presentation (10 minutes)

Teach students how to structure a presentation effectively using an introduction, body, and conclusion.

Have students outline their presentations and discuss strategies for a clear and logical flow of information.

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

Encourage students to analyze the target audience for the presentation and tailor the content accordingly.

Have students practice incorporating key points about modern businesses and company achievements into their presentations.

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

Review the key elements of drafting a company introduction, emphasizing the importance of a strong structure and engaging content.

Discuss the role of a captivating opening and closing in a presentation.

### 第二课时：公司介绍演讲的完善与展示（90分钟）

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

Review the content from the previous lesson, focusing on the structure and key points of a company presentation.

Provide constructive feedback on students' initial drafts and discuss areas for improvement.

**Step 2: Vocabulary Enhancement (15 minutes)**

Review and introduce additional vocabulary related to company operations, such as "expansion", "innovation", and "market share".

Engage students in vocabulary games and exercises to reinforce learning.

**Step 3: Detailed Scenario Analysis (20 minutes)**

Analyze a detailed scenario of a company's history, products, and social responsibilities.

Discuss how to effectively communicate this information in the presentation.

**Step 4: Finalizing the Presentation (30 minutes)**

Guide students in refining their presentations based on feedback, focusing on clarity, fluency, and persuasiveness.

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

**Step 5: Presentation Review (10 minutes)**

Review the presentations created in the first lesson and suggest improvements for better engagement and impact.

Discuss how to use visual aids and body language to enhance the presentation.

**Step 6: Advanced Communication Skills (15 minutes)**

Discuss the importance of storytelling and emotional connection in a company presentation.

Have students practice creating a narrative that weaves through the company's journey and vision.

**Step 7: Conclusion and Next Steps (10 minutes)**

Summarize the key elements of an effective company presentation and the importance of practice and revision.

Encourage students to apply these skills in future business presentations and networking events.

**十、教学反思**

学生们对于如何有效地介绍一个公司表现出了浓厚的兴趣,特别是在准备演讲稿和实际

演讲的过程中。他们能够积极地参与到小组讨论和角色扮演活动中，这有助于提高他们的团队合作能力和公共演讲技巧。

然而，我也发现一些学生在组织演讲内容和逻辑结构方面存在挑战。他们往往难以确定哪些信息是最重要的，以及如何将这些信息以一种吸引人的方式呈现给听众。此外，一些学生在演讲时缺乏自信，这影响了他们的表达和观众的参与度。为了改进这些方面，我计划在未来的课程中加强结构化思维的训练，并提供更多的一对一反馈，以增强学生的自信心和演讲技巧。同时，我将引入更多的真实案例分析，帮助学生更好地理解如何根据不同听众的需求调整演讲策略。总的来说，本单元的教学经历提醒我，持续关注学生的需求并适时调整教学方法是至关重要的。

## Unit 6 Handle customer complaints

一、授课对象	高职商务英语大二学生
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>➤ 理解客户投诉处理流程：学生需要了解在收到客户投诉时，如何有效地识别问题并提供解决方案。</li> <li>➤ 掌握相关词汇和表达：学习并掌握与处理客户投诉相关的专业词汇和表达方式，如“complaint”，“apology”，“resolution”，“compensation”等。</li> <li>➤ 了解商务电子邮件的写作规范：理解商务电子邮件的结构和语言特点，特别是投诉回应邮件的撰写。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 撰写投诉回应邮件：学生能够撰写清晰、专业的投诉回应邮件，包括恰当的开头、问题处理说明、解决方案和结束语。</li> <li>➤ 沟通与协调能力：通过模拟客户服务场景，提高学生的沟通技巧和协调内部资源以解决问题的能力。</li> <li>➤ 批判性思维：分析客户投诉的原因，评估提出的解决方案，并预测可能的结果。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 培养服务意识：通过处理客户投诉的实践，强化学生以客户为中心的服务意识。</li> <li>➤ 提升责任感：教育学生在面对问题和挑战时，要有主动承担责任和解决问题的责任感。</li> <li>➤ 增强法律意识：了解消费者权益保护的重要性，认识到企业在维护消费者权益方面的责任。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 投诉处理流程：向学生介绍接收和处理客户投诉的标准流程，包括倾听、同情、调查、解决问题和后续跟进。</li> </ul>

	<ul style="list-style-type: none"> <li>➤ 商务邮件写作：重点教授如何撰写投诉回应邮件，包括邮件的结构、语言风格和礼貌用语。</li> <li>➤ 专业词汇应用：确保学生能够准确使用与客户服务和投诉处理相关的专业词汇。</li> <li>➤ 沟通技巧：强调在处理投诉时，如何有效地与客户沟通，包括表达歉意、提供解决方案和确保客户满意。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 情绪管理：教学生如何在面对不满的客户时保持专业和冷静，同时展现出真诚的歉意和理解。</li> <li>➤ 问题解决策略：帮助学生如何快速而准确地识别问题根源，并提出切实可行的解决方案。</li> <li>➤ 文化差异理解：鉴于投诉处理中可能涉及不同文化背景的客户，教学生如何理解和尊重文化差异，并在沟通中体现出来。</li> <li>➤ 邮件写作的自然流畅性：鼓励学生在撰写投诉回应邮件时，做到语言自然、流畅，同时保持专业和礼貌。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<ul style="list-style-type: none"> <li>● <b>课后作业：模拟客户投诉处理</b></li> <li>● <b>任务：</b> 假设你是一家电子产品公司的客户服务代表。你收到了一位客户关于他们购买的智能手机的投诉。客户报告说，手机在充电时会过热，并且电池续航时间远低于广告中所承诺的。客户要求更换手机或者全额退款。</li> <li>● <b>要求：</b></li> <li>● <b>阅读并分析客户投诉：</b> 仔细阅读客户发来的投诉邮件，列出客户遇到的问题、期望的解决方案以及任何额外的要求。</li> <li>● <b>撰写回复邮件：</b> 根据客户投诉的内容，撰写一封正式的回复邮件。</li> </ul>

	<p>邮件应该包括以下部分：</p> <ul style="list-style-type: none"> <li>● 引言： 确认收到客户的投诉，并简短介绍你的身份和目的。</li> <li>● 问题确认： 重述客户的问题，表明你理解并重视他们的困扰。</li> <li>● 解决方案： 提供一个或多个解决方案，比如更换手机、全额退款或者提供维修服务。</li> <li>● 补偿措施： 为了表示诚意，可以提出额外的补偿措施，比如赠送小礼品或者提供折扣券。</li> <li>● 后续行动： 告诉客户你将如何跟进此事，并提供联系方式以便客户有任何疑问或需要进一步帮助时能够联系到你。</li> <li>● 结束语： 以感谢客户的耐心和理解结束邮件，并表示希望问题能够得到圆满解决。</li> </ul>
<p>八、评价方式</p>	<ul style="list-style-type: none"> <li>➤ 问题理解： 学生能否准确理解并复述客户投诉的核心问题。</li> <li>➤ 解决方案的创造性与适用性： 提出的解决方案是否切实可行，并能够满足客户需求。</li> <li>➤ 沟通技巧： 回复邮件中的语言是否恰当、礼貌，是否体现了良好的客户服务意识。</li> <li>➤ 邮件结构与格式： 邮件是否结构清晰，格式是否符合商务写作规范。</li> <li>➤ 自我反思： 学生能否对自己的工作进行反思，并提出改进意见。</li> </ul>

## 九、教学过程

第一课时：处理客户投诉的邮件撰写（90 分钟）

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

Begin the class with a brief discussion on the significance of effective customer service and complaint handling in business.

Present real-life scenarios where prompt and considerate responses to customer complaints have turned dissatisfied customers into loyal advocates.

Step 2: Vocabulary Acquisition (15 分钟)

Introduce key vocabulary related to complaint handling and email communication, such as "complaint", "compensation", "sincere apology", and "escalate".

Have students participate in a matching exercise to associate these terms with their definitions and use them in context.

Step 3: Scenario Presentation (20 分钟)

Display the email complaint from the customer and discuss the issues mentioned, including the faulty printer and the repairman's no-show.

Break the class into small groups to discuss possible actions the company could take to resolve the complaint.

Step 4: Skills Development (30 分钟)

Divide students into groups and assign each group to draft a response email to the customer complaint.

Guide students through the process of empathetic listening, problem-solving, and crafting a professional response.

Step 5: Mind Mapping (10 分钟)

Teach students the technique of mind mapping to organize their thoughts and plan the structure of their email response.

Have students create mind maps highlighting the key elements of an effective complaint resolution email.

Step 6: Critical Thinking and Application (15 分钟)

Encourage students to think critically about the customer's perspective and how to address their concerns with empathy and professionalism.

Practice reframing negative complaints into positive solutions within the email responses.

Step 7: Summary and Reflection (10 分钟)

Review the essential components of a complaint resolution email, emphasizing the importance of a timely, empathetic, and solution-oriented approach.

Discuss the impact of effective complaint handling on customer satisfaction and brand reputation.

第二课时：客户投诉处理邮件的完善与反馈（90 分钟）

Step 1: Review and Feedback (10 分钟)

Begin with a review of the previous session, focusing on the structure and tone of complaint response emails.

Provide feedback on students' draft emails, highlighting areas for improvement and recognizing strong points.

Step 2: Vocabulary Enhancement (15 分钟)

Review previously introduced vocabulary and introduce additional terms such as "refund", "replacement", and "guarantee".

Engage students in interactive exercises to reinforce the use of these terms in complaint resolution contexts.

Step 3: Detailed Scenario Analysis (20 分钟)

Discuss the follow-up actions taken by the company, such as the repairman's visit and the customer's feedback.

Analyze the effectiveness of the company's response and identify any areas where the communication could be improved.

Step 4: Finalizing the Announcement (30 分钟)

Guide students in revising their email responses based on feedback, ensuring the language is clear, concise, and empathetic.

Conduct a mock email exchange where students role-play as both the customer service representative and the customer.

Step 5: Mind Mapping Review (10 分钟)

Review the mind maps from the first lesson and encourage students to add details that reflect the feedback and improvements discussed.

Discuss how a well-structured mind map can streamline the email writing process and enhance clarity.

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

Discuss the nuances of effective business communication, including the use of positive language, active listening, and the importance of follow-up.

Have students practice refining their email responses to demonstrate these advanced communication skills.

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

Summarize the key takeaways from the lesson on crafting complaint resolution emails and the importance of excellent customer service.

Encourage students to apply the skills they've learned to real-world scenarios and future professional communications.

### 十、教学反思

通过模拟客户服务场景,学生们不仅学习了专业术语,还锻炼了同理心和问题解决能力。我发现,通过分组讨论和角色扮演,学生们能够更加深入地理解客户的情绪和需求,这对于撰写有效的投诉回复邮件至关重要。同时,我也意识到在教学中需要更多地关注学生的情感态度和价值观。在未来的教学中,我计划引入更多关于企业文化和客户关系管理的内容,帮助学生建立更为全面的客户服务观念。此外,我将探索更多互动式和体验式的教学方法,以提高学生的参与度和学习兴趣。通过这次教学,我认识到了持续反思和改进教学方法的必要性。我相信,通过不断优化教学策略,可以更好地培养学生的实际应用能力和职业素养。

## Unit 7 Write a market research report

一、授课对象	高职商务英语大二学生
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>➤ 专业词汇掌握：学生将学习与市场调研相关的专业英语词汇，如 "market research", "qualitative research", "quantitative research", "questionnaire", "product positioning" 等。</li> <li>➤ 市场调研理解：了解市场调研的基本概念、类型（定性与定量）、以及调研报告的结构和内容。</li> <li>➤ 文化知识：通过案例学习，了解不同文化背景下消费者对软饮料的偏好和购买行为。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 调研能力：通过模拟或实际的市场调研活动，培养学生设计调研问卷、进行街头访谈、收集和分析数据的能力。</li> <li>➤ 报告撰写技能：训练学生撰写结构完整、逻辑清晰、语言专业的市场调研报告。</li> <li>➤ 数据分析技能：教授学生如何解读调研数据，从中提取关键信息，并据此提出结论和建议。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 消费者权益意识：通过市场调研的学习，让学生认识到企业在产品开发和市场定位中应充分考虑消费者的需求和权益。</li> <li>➤ 健康消费观念：引导学生关注健康消费趋势，理解健康产品对提升消费者生活质量的重要性。</li> <li>➤ 社会责任：培养学生的社会责任感，使他们意识到作为市场营销人员或企业管理者，应通过市场调研来推动企业的可持续发展和社会进步。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 市场调研报告的结构：强调报告的基本结构，包括引言、目的、方</li> </ul>

	<p>法论、结果和结论与建议，确保学生能够系统地组织和撰写市场调研报告。</p> <ul style="list-style-type: none"> <li>➤ 专业词汇的应用：重点讲解和练习与市场调研相关的专业术语，确保学生能够在报告中准确使用这些词汇。</li> <li>➤ 数据分析能力：培养学生分析调研数据的能力，包括理解数据的意义、识别数据中的模式和趋势，并据此得出结论。</li> <li>➤ 调研方法的理解与应用：详细解释定性研究和定量研究的区别、应用场景和方法，使学生能够根据调研目的选择合适的调研方法。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 数据收集与分析：对于学生来说，如何有效地收集数据并进行准确的分析可能是一个挑战，需要通过实例和实践来加强理解。</li> <li>➤ 报告撰写的逻辑性：撰写逻辑清晰、条理分明的市场调研报告对学生来说可能是一个难点，需要通过不断的练习和反馈来提高。</li> <li>➤ 专业术语的掌握：市场调研涉及的专业术语可能较为复杂，学生需要在理解的基础上记忆并正确应用这些术语。</li> <li>➤ 调研方法的选择与实施：学生可能在理解不同调研方法的具体实施步骤和适用场景上存在困难，需要通过案例分析和模拟实践来加深理解。</li> <li>➤ 批判性思维：在分析调研数据和撰写报告时，需要学生运用批判性思维来评估数据的可靠性和有效性，提出合理的结论和建议。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<ul style="list-style-type: none"> <li>● <b>作业标题：模拟市场调研报告撰写</b></li> <li>● <b>作业内容：</b></li> <li>● 假设你是一家知名饮料公司的新任市场调研助理，公司计划推出一款新的健康功能性饮料。你的任务是撰写一份市场调研报告，为产</li> </ul>

	<p>品开发和市场定位提供依据。</p> <ul style="list-style-type: none"> <li>● 报告撰写：撰写一份市场调研报告，报告应包括以下部分：</li> <li>● 引言：介绍调研的背景和目的。</li> <li>● 方法论：描述调研的方法和过程。</li> <li>● 调研结果：展示调研数据，并进行分析。</li> <li>● 结论与建议：根据分析结果，提出产品开发和市场策略的建议。</li> <li>● 报告呈现：准备一个简短的口头报告，向班级展示你的调研发现和 建议。</li> <li>● <b>作业要求：</b></li> <li>● 问卷设计要合理，能够真实反映消费者的需求。</li> <li>● 数据分析要准确，能够揭示市场的趋势和机会。</li> <li>● 报告撰写要结构清晰，语言准确，逻辑性强。</li> <li>● 口头报告要简洁明了，能够吸引听众的注意力。</li> </ul>
<p>八、评价方式</p>	<ul style="list-style-type: none"> <li>➤ 问题理解（20%）：学生能否准确把握市场调研的核心问题和目标客户的需求。</li> <li>➤ 数据解读与分析（25%）：评估学生对调研数据的解读是否准确，分析是否深入。</li> <li>➤ 报告结构与逻辑（25%）：考察报告结构是否清晰，内容逻辑是否连贯。</li> <li>➤ 语言运用与格式（20%）：评价报告中的语言是否专业、恰当，格式是否符合商务英语标准。</li> <li>➤ 自我反思能力（10%）：学生能否对自己的调研报告进行批判性反思，并提出改进建议。</li> </ul>

## 九、教学过程

### 九、教学过程：

第一课时：市场调研报告的准备与草拟（90分钟）

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

Begin the class with a brief discussion on the role of market research in business decision-making. Present real-world examples of how market research has influenced product development and marketing strategies to engage students' interest.

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

Introduce key vocabulary related to market research, such as "qualitative", "quantitative", "survey", "data analysis", and "report".

Conduct a matching exercise where students associate the terms with their definitions and use them in context.

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

Present a scenario where the class is divided into teams to work on a market research project for a new product launch.

Discuss the scenario, focusing on the research objectives, target audience, and expected outcomes.

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

Guide students through the process of designing a market research questionnaire, emphasizing the importance of clear and relevant questions.

Have students practice creating questions and discuss the rationale behind their choices.

**Step 5: Mind Mapping (10 分钟)**

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

Have students share their mind maps and discuss how to ensure a logical flow of information.

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

Encourage students to think critically about the data they might collect and how to interpret it to draw meaningful conclusions.

Practice exercises where students analyze hypothetical data and suggest recommendations.

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

Review the key components of a market research report, emphasizing the importance of a clear structure and objective analysis.

Discuss the role of market research in shaping business strategies.

**第二课时：市场调研报告的完善与展示（90 分钟）****Step 1: Review and Feedback (10 分钟)**

Review the content from the previous lesson, focusing on the structure and purpose of a market research report.

Provide feedback on students' initial drafts, highlighting areas for improvement.

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

Review previously introduced vocabulary and introduce new terms such as "demographic", "trends", and "forecast".

Engage students in vocabulary games and exercises to reinforce learning.

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

Further explore the scenario from the first lesson, discussing potential challenges in data collection and analysis.

Discuss how to address these challenges and ensure the reliability of research findings.

**Step 4: Finalizing the Report (30 分钟)**

Guide students in refining their reports based on feedback, focusing on clarity, coherence, and the effective presentation of data.

Conduct a final review session where students present their reports to the class.

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

Review the mind maps from the first lesson and refine them with additional details from the completed reports.

Discuss how to use the mind map to improve the organization and presentation of the report.

Step 6: Advanced Communication Skills (15 分钟)

Discuss the importance of clear and persuasive language in research reports and how to engage the reader's interest.

Have students practice revising their report introductions and conclusions for maximum impact.

Step 7: Conclusion and Next Steps (10 分钟)

Summarize the key learnings from the unit on writing market research reports.


Encourage students to apply these skills in their future academic and professional work, emphasizing the value of market research in decision-making.

## 十、教学反思

在本单元的教学中，我注重了市场调研报告的结构和撰写技巧，学生们通过模拟项目实践了从设计问卷到分析数据再到撰写报告的全过程。我意识到，尽管学生们在词汇和结构上有所进步，但在数据解读和批判性思维方面仍需加强。未来，我计划增加更多实际案例分析，以提高他们分析复杂数据的能力。此外，我也注意到，鼓励学生进行自我反思和同伴评审对于提升他们的写作质量和批判性思维非常有效。我将探索更多互动和讨论式的教学方法，以促进学生更深层次的学习。总的来说，本单元强调了市场调研在商业决策中的重要性，并为学生提供了宝贵的实践机会，我期待在未来的教学中继续优化这一过程。

## Unit 8 Advertise a product

一、授课对象	高职商务英语大二学生
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>➤ 广告语言和结构：学生将学习广告文案的基本组成部分，包括标题、正文、口号和行动号召。</li> <li>➤ 产品特点描述：了解如何识别和描述产品的卖点，例如面料、设计、舒适度等。</li> <li>➤ 目标市场理解：掌握如何根据目标客户群体的特点来设计广告内容。</li> <li>➤ 广告媒介知识：了解不同的广告媒介及其特点，例如杂志广告与电视广告的差异。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 广告文案撰写：训练学生撰写吸引人的广告文案，包括创造性地表达产品特点和好处。</li> <li>➤ 市场分析：培养学生分析目标市场并根据市场需求设计广告的能力。</li> <li>➤ 沟通技巧：提高学生运用恰当的语言和修辞手法进行有效沟通的技能。</li> <li>➤ 媒介选择决策：锻炼学生根据不同的广告目的和预算选择合适的广告媒介。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 社会责任意识：通过广告学习，强调企业在推广产品时对社会和消费者的责任。</li> <li>➤ 诚信推广：培养学生在广告中诚实守信，不夸大产品功能，真实传达产品信息。</li> <li>➤ 环保意识：鼓励学生在广告中宣传环保理念，如使用可持续材料和</li> </ul>

	<p>环保生产过程。</p> <ul style="list-style-type: none"> <li>➤ 文化自信：通过介绍中国丝绸等传统文化产品，增强学生对本土文化价值的认同和自信。</li> </ul>
<p>四、教学重点</p>	<ul style="list-style-type: none"> <li>➤ 社会责任意识：通过广告学习，强调企业在推广产品时对社会和消费者的责任。</li> <li>➤ 诚信推广：培养学生在广告中诚实守信，不夸大产品功能，真实传达产品信息。</li> <li>➤ 环保意识：鼓励学生在广告中宣传环保理念，如使用可持续材料和环保生产过程。</li> <li>➤ 文化自信：通过介绍中国丝绸等传统文化产品，增强学生对本土文化价值的认同和自信。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 创意思维培养：广告文案要求创意和新颖性，学生可能在如何创造性地表达产品特点和吸引消费者方面遇到挑战。</li> <li>➤ 广告文案撰写：撰写吸引人的广告文案需要综合运用语言知识、市场分析和创意思维，对学生来说可能是一个难点。</li> <li>➤ 文化元素融入：在广告中融入文化元素，尤其是如何将本土文化特色自然地融入国际广告语境，对学生来说可能是一个较难掌握的技能。</li> <li>➤ 广告媒介选择：学生需要理解不同广告媒介的优势和局限，并根据广告目标和预算做出合适的选择，这可能需要更多的实践经验和案例分析。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<p><b>作业标题：</b>设计一个简单的广告文案</p> <p><b>作业内容：</b></p>

	<p>假设你是一家本地咖啡店的市场营销实习生，该店最近推出了一款新的特色咖啡饮品。你的任务是为这款饮品撰写一段简短的广告文案，用于社交媒体宣传。</p> <p><b>作业要求：</b></p> <p>识别卖点：确定这款咖啡饮品的 1-2 个主要卖点，比如独特的口味、优质的咖啡豆来源、手工艺制作等。</p> <p>撰写文案：根据以下结构撰写广告文案：</p> <p>标题：吸引注意力的短语或问题。</p> <p>正文：简短描述产品的特点和好处。</p> <p>口号：一个简洁、易记的口号。</p> <p>行动号召：鼓励顾客尝试这款饮品的简短语句。</p> <p>创意表达：尝试使用比喻、拟人等修辞手法，让你的广告文案更加生动有趣。</p> <p><b>提交要求：</b></p> <p>将你的广告文案写在一张 A4 纸上或制作成一张图片。</p> <p>确保文案简洁明了，适合社交媒体发布。</p>
八、评价方式	<ul style="list-style-type: none"> <li>➤ 产品卖点识别（25%）：学生能否准确识别并表达产品的主要卖点。</li> <li>➤ 文案结构应用（25%）：广告文案是否包含吸引人的标题、正文、口号和行动号召。</li> <li>➤ 创意与语言运用（25%）：文案是否具有创意，语言是否生动、准确。</li> <li>➤ 目标市场适应性（25%）：文案是否符合目标市场的需求和偏好。</li> </ul>

## 九、教学过程

第一课时：广告文案的准备与草拟（90 分钟）

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

Begin the class with a brief discussion on the role of advertising in marketing.

Share examples of successful advertisements to stimulate students' interest in creating their own ads.

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

Introduce key vocabulary related to advertising, such as "headline", "slogan", "call to action", and "target audience".

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

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

Present a scenario where students are tasked with creating an advertisement for a new product.

Discuss the scenario in groups, focusing on the product's features, target market, and the message the ad should convey.

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

Guide students through the process of identifying key selling points of a product.

Have students practice writing headlines and slogans that capture the product's unique value proposition.

**Step 5: Mind Mapping (10 分钟)**

Teach students how to create a mind map to organize the structure of an advertisement.

Have students share their mind maps and discuss how to ensure a logical flow of information in the ad.

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

Encourage students to think critically about the target audience and how to appeal to their preferences and needs.

Have students practice tailoring their ad messages to the target audience's lifestyle and values.

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

Review the key components of an effective advertisement, emphasizing the importance of a compelling headline and a clear call to action.

Discuss the role of creativity in advertising and how it can influence consumer behavior.

第二课时：广告文案的完善与展示（90 分钟）

Step 1: Review and Feedback (10 分钟)

Review the previous lesson's content, focusing on the structure and elements of an advertisement.

Provide feedback on students' initial drafts of ad copy, highlighting areas for improvement.

Step 2: Vocabulary Enhancement (15 分钟)

Review previously introduced vocabulary and introduce new terms such as "brand image", "unique selling proposition", and "demographics".

Engage students in vocabulary games and exercises to reinforce learning.

Step 3: Detailed Scenario Analysis (20 分钟)

Further explore the product and target audience from the first lesson, discussing potential challenges in advertising and how to address them.

Discuss how to create a consistent brand message across different advertising mediums.

Step 4: Finalizing the Advertisement (30 分钟)

Guide students in refining their ad copy based on feedback, focusing on clarity, creativity, and persuasiveness.

Conduct a final review session where students present their advertisements to the class.

Step 5: Mind Mapping Review (10 分钟)

Review the mind maps from the first lesson and refine them with additional details from the completed ads.

Discuss how to use the mind map to improve the organization and impact of the advertisement.

Step 6: Advanced Communication Skills (15 分钟)

Discuss the use of storytelling and emotional appeal in advertisements, and their impact on

audience engagement.

Have students practice incorporating these elements into their ads to create a more compelling narrative.

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

Summarize the key learnings from the unit on advertising, emphasizing the importance of understanding the target audience and crafting a message that resonates with them.

Encourage students to apply these skills in their future marketing and communication efforts.

#### 十、教学反思

在本单元的广告文案写作教学中，我注重了广告结构的讲解和创意思维的培养。学生们通过实际操作，从确定产品卖点到撰写完整的广告文案，整个过程提升了他们的语言运用能力和市场分析技巧。我意识到，尽管学生们在掌握广告结构上有所进步，但在创造性表达和精准定位目标客户方面还有提升空间。未来，我计划引入更多真实案例，增强学生的市场感知力，并提供更多个性化反馈，以激发他们的创意潜能。同时，我也认识到鼓励学生进行同伴评价和自我反思对于提高他们的批判性思维和自主学习能力至关重要。

## Unit 9 Negotiate prices

一、授课对象	高职商务英语大二学生
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>➤ 学习与价格谈判相关的词汇和表达方式，如“counteroffer”（还盘）、“discount”（折扣）、“influential”（有影响力的）、“competitive price”（有竞争力的价格）等。</li> <li>➤ 通过听力练习，理解商务对话中的价格谈判情景。</li> <li>➤ 阅读并理解商务邮件，包括还盘邮件的结构和内容。</li> <li>➤ 撰写商务邮件，回应价格还盘，包括拒绝折扣请求和提出修改后的提议。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 听力理解：能够听懂商务对话中关于价格谈判的内容，并从中提取关键信息。</li> <li>➤ 口语交际：通过模拟对话练习，提高在实际商务环境中进行价格谈判的口语能力。</li> <li>➤ 写作技巧：学会撰写结构清晰、语言得体的商务邮件，有效地表达自己的立场和提议。</li> <li>➤ 谈判策略：掌握在价格谈判中提出、回应和拒绝提议的策略和技巧。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 诚信意识：在价格谈判中坚持诚信原则，不夸大或隐瞒产品信息，公平交易。</li> <li>➤ 合作精神：通过模拟谈判活动，培养团队合作精神，理解合作共赢的重要性。</li> <li>➤ 国际视野：了解不同文化背景下的商务谈判习惯，培养跨文化交流能力。</li> <li>➤ 市场意识：认识到价格在市场中的作用，理解供需关系对价格</li> </ul>

	<p>的影响。</p>
<p>四、教学重点</p>	<ul style="list-style-type: none"> <li>➤ 专业词汇和表达：重点教授与价格谈判相关的专业词汇和表达方式，确保学生能够在实际交流中准确使用。</li> <li>➤ 邮件写作技巧：强调商务邮件的结构和语言风格，使学生能够撰写出清晰、专业的邮件。</li> <li>➤ 听力理解能力：通过听力材料，提高学生理解商务对话内容的能力，特别是价格谈判的关键信息。</li> <li>➤ 口语交际能力：通过角色扮演和模拟谈判，加强学生的口语表达和实际交流能力。</li> <li>➤ 谈判策略和技巧：教授有效的谈判策略，如如何提出还盘、如何拒绝不合理的要求、如何在谈判中寻求双赢等。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 文化差异的理解：不同国家和地区在商务谈判中可能有不同的习惯和期望，学生需要理解这些文化差异，避免误解和冲突。</li> <li>➤ 灵活运用语言：在实际谈判中，学生需要能够灵活运用所学的语言知识，这往往比单纯的记忆和复述更具挑战性。</li> <li>➤ 情绪控制和礼貌表达：在价格谈判中，保持冷静和礼貌至关重要，学生需要学会如何在压力下保持专业态度。</li> <li>➤ 策略性思维：价格谈判不仅仅是语言的交流，更是一种策略性的思维过程。学生需要学会如何根据对方的立场和需求，制定和调整自己的谈判策略。</li> <li>➤ 实际应用：将理论知识和实践技能应用到模拟或真实的商务环境中，对学生来说可能是一大挑战，需要大量的练习和指导。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<p>视频作业任务：模拟价格谈判</p>

	<p><b>作业要求:</b></p> <p>角色分配: 每个学生选择一个角色进行扮演, 角色可以是买家或卖家。</p> <p>情景设置: 选择一个产品或服务进行价格谈判, 设定一个初始价格, 买家尝试还价。</p> <p>准备阶段: 准备你的谈判策略, 包括你的初始立场、目标价格、以及可能使用的论点和策略。</p> <p>视频录制: 录制一段 3-5 分钟的视频, 展示你的价格谈判过程。</p> <p>使用手机或相机录制, 确保画面和声音清晰。</p> <p>可以是单独一人分饰两角, 也可以是与同学合作。</p> <p>语言表达: 使用商务英语进行谈判, 保持语言专业、清晰、有礼貌。</p> <p><b>提交材料: 提交视频文件。</b></p>
<p>八、评价方式</p>	<ul style="list-style-type: none"> <li>➤ 课堂参与 (20%): 评估学生在课堂讨论和角色扮演中的活跃度与贡献。</li> <li>➤ 模拟谈判视频 (30%): 根据学生的语言表达、谈判策略和视频质量进行评分。</li> <li>➤ 小组项目 (30%): 小组完成一项价格谈判案例分析, 包括策略规划和执行报告。</li> <li>➤ 自我反思报告 (20%): 学生提交个人学习反思, 评估自身在谈判技巧和商务英语应用上的进步。</li> </ul>

## 九、教学过程

第一课时: 价格谈判基础与策略 (90 分钟)

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

Begin the class with a brief discussion on the importance of price negotiation in business settings.

Share real-world examples of successful and unsuccessful negotiations to spark interest.

Step 2: Vocabulary Acquisition (15 分钟)

Introduce key vocabulary related to price negotiation, such as "counteroffer", "discount", "budget", and "competitive price".

Conduct a matching exercise where students connect the terms with their definitions and use them

in context.

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

Present a scenario where a buyer is negotiating the price of office equipment with a seller.

Discuss the scenario in groups, focusing on the buyer's needs, the seller's costs, and the negotiation process.

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

Divide students into pairs or groups to role-play a price negotiation, encouraging them to use the vocabulary and strategies discussed.

Provide immediate feedback and guidance on their negotiation techniques.

#### Step 5: Strategy Mapping (10 分钟)

Teach students how to create a strategy map for planning a negotiation, including objectives, concessions, and closing arguments.

Have students share their strategy maps and discuss different approaches to negotiation.

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

Encourage students to think critically about the factors that influence pricing decisions and how to communicate these effectively.

Have students practice justifying their positions using logical arguments and market data.

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

Review the key points of effective price negotiation, emphasizing preparation, strategy, and communication.

Discuss the importance of understanding both parties' perspectives in reaching a successful agreement.

### 第二课时：价格谈判实战演练与评估（90 分钟）

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

Review the key concepts from the first lesson, focusing on negotiation strategies and language use.

Provide feedback on students' role-play performances and discuss areas for improvement.

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

Review and expand the vocabulary related to price negotiation, introducing terms like "margin", "negotiable", and "stakeholder".

Engage students in interactive exercises to reinforce vocabulary retention.

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

Present a more complex negotiation scenario involving multiple stakeholders and conflicting interests.

Discuss the scenario, exploring different strategies for managing the negotiation and reaching a consensus.

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

Guide students in refining their negotiation strategies based on feedback, focusing on effective communication and persuasion techniques.

Conduct a final role-play session where students apply their refined strategies in a mock negotiation.

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

Review the strategy maps from the first lesson and update them with new insights gained from the role-play.

Discuss how to adapt strategies based on the dynamics of the negotiation and the reactions of the other party.

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

Discuss advanced communication techniques such as active listening, empathy, and the use of silence in negotiations.

Have students practice these skills in a controlled exercise, providing feedback on their application.

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

Summarize the key elements of successful price negotiation and the importance of continuous learning and practice.

Encourage students to apply these skills in future business interactions and to reflect on their personal negotiation styles.

#### 十、教学反思

在本次价格谈判的教学过程中，我发现学生对于实际商务场景的模拟反应积极，这表明通过角色扮演的方式能有效提升他们的参与度和学习兴趣。然而，我也注意到一些学生在运用专业词汇时显得不够自信，这提示我在未来的课程中需要加强词汇的实践应用。此外，学生在模拟谈判中的策略运用还不够成熟，我计划在后续课程中引入更多关于市场分析和产品定位的案例，以帮助他们更好地理解价格谈判背后的商业逻辑。

## Unit 10 Process claims

一、授课对象	高职商务英语大二学生
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>➤ 专业词汇：掌握与处理索赔相关的词汇，如 "claim", "damage", "inspection", "force majeure" 等。</li> <li>➤ 商务流程：了解在商务中处理客户索赔的基本流程和步骤。</li> <li>➤ 合同条款：理解 "force majeure"（不可抗力）条款在合同中的作用及其对索赔处理的影响。</li> <li>➤ 文化和商务背景：了解不同文化背景下对索赔处理的态度和做法，以及自然灾害等不可抗力事件对商务活动的影响。</li> </ul>
2、技能目标	<ul style="list-style-type: none"> <li>➤ 沟通技巧：能够在电子邮件和对话中，清晰、专业地表达对索赔的回应。</li> <li>➤ 问题解决：学习如何分析问题、查找原因，并提出合理的解决方案。</li> <li>➤ 谈判策略：掌握在索赔处理过程中的谈判技巧，包括如何拒绝不合理的索赔同时保持良好的客户关系。</li> <li>➤ 文件处理：学会如何准备和使用法律文件来支持索赔处理的决定。</li> </ul>
3、思政目标	<ul style="list-style-type: none"> <li>➤ 责任感：通过索赔处理，培养学生对工作和客户负责的责任感。</li> <li>➤ 诚信意识：在处理索赔时坚持诚信原则，公正地对待每一方的权益。</li> <li>➤ 合作精神：强调团队合作在解决问题中的重要性，鼓励学生在模拟场景中展现协作能力。</li> <li>➤ 规则意识：了解并遵守商务规则和法律法规，培养学生的法治观念。</li> </ul>
四、教学重点	<ul style="list-style-type: none"> <li>➤ 专业词汇和表达：重点教授与索赔处理相关的专业词汇和表达方式，确保学生能够在实际交流中准确使用。</li> <li>➤ 商务沟通技巧：强调在索赔处理过程中的沟通策略，如如何表达歉</li> </ul>

	<p>意、解释问题、提供解决方案等。</p> <ul style="list-style-type: none"> <li>➤ 合同法律条款：深入讲解 "force majeure" 等合同法律条款的含义及其在实际商务中的应用。</li> <li>➤ 索赔处理流程：详细阐述从接收索赔到调查、分析、回复以及后续跟进的整个流程。</li> <li>➤ 跨文化理解：培养学生对不同文化背景下商务索赔处理差异的理解，提高跨文化交流能力。</li> </ul>
<p>五、教学难点</p>	<ul style="list-style-type: none"> <li>➤ 法律条款的理解与应用：学生可能在理解复杂的法律条款及其在索赔中的应用上存在困难。</li> <li>➤ 商务沟通的策略：在保持专业和礼貌的同时，如何有效地拒绝不合理的索赔，是学生需要掌握的高级沟通技巧。</li> <li>➤ 文化差异的处理：不同文化对索赔处理的态度和期望可能不同，学生需要学会如何在尊重文化差异的同时，妥善处理索赔。</li> <li>➤ 情绪管理：在索赔处理过程中，学生需要学会如何管理自己的情绪，以及如何平息客户的情绪，这在角色扮演活动中尤其重要。</li> <li>➤ 案例分析：将理论知识应用到具体的索赔案例中，要求学生具备分析问题和解决问题的能力。</li> </ul>
<p>六、信息化平台</p>	
<p>七、作业</p>	<p><b>课后口语作业任务：模拟商务索赔对话</b></p> <p><b>作业要求：</b></p> <p>角色分配：学生需两人一组，分别扮演以下角色：</p> <p>客户服务代表 (Customer Service Representative)</p> <p>不满的客户 (Disgruntled Customer)</p> <p>情景设置：客户收到的商品存在质量问题或服务未达到预期，需要向客</p>

	<p>户服务代表提出索赔。</p> <p><b>准备阶段：</b></p> <p>学生需准备对话内容，包括客户提出的问题、服务代表的回应以及可能的解决方案。</p> <p>复习本单元的关键词汇和表达方式，确保对话中能够准确使用。</p> <p><b>对话录制：</b></p> <p>使用手机或录音设备录制 3-5 分钟的对话。</p> <p>确保录音清晰，双方发言轮流进行，模拟真实的对话场景。</p> <p><b>提交材料：提交录音文件。</b></p>
<p>八、评价方式</p>	<ul style="list-style-type: none"> <li>➤ 口语作业（40%）：评估学生在模拟索赔对话中的语言表达、角色扮演能力和问题解决策略。</li> <li>➤ 课堂参与（30%）：根据学生在课堂上的互动、讨论和提问情况进行评分。</li> <li>➤ 角色扮演展示（30%）：评价学生在班级前进行的角色扮演展示，注重实际应用能力和应变能力。</li> </ul>

### 九、教学过程：

第一课时：商务索赔处理技巧（90 分钟）

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

Begin the class with a brief discussion on the significance of handling claims in business settings.

Share real-world examples of business claims to engage students' interest.

Step 2: Vocabulary Acquisition (15 分钟)

Introduce key vocabulary related to claim processing, such as "claim", "damage", "compensation", and "force majeure".

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

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

Present a scenario where a customer has filed a claim for damaged goods received.

Discuss the scenario in groups, focusing on the claim's details, the customer's expectations, and the company's potential responses.

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

Divide students into groups to role-play a claim handling situation, with one group member acting as the customer and another as the company representative.

Provide immediate feedback and guidance on their communication strategies and problem-solving approaches.

**Step 5: Mind Mapping (10 分钟)**

Teach students how to create a mind map to organize the steps and considerations for handling a claim.

Have students share their mind maps and discuss strategies for a systematic approach to claim resolution.

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

Encourage students to analyze the implications of accepting or rejecting a claim and the impact on customer relations.

Have students practice justifying their decisions using logical arguments and considering ethical implications.

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

Review the key points of effective claim handling, emphasizing clear communication and customer satisfaction.

Discuss the importance of empathy and professionalism in resolving business disputes.

**第二课时：索赔处理实战演练与评估（90 分钟）**

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

Review the previous lesson's content, focusing on the structure and language used in claim handling.

Provide constructive feedback on students' role-play performances and discuss areas for improvement.

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

Review and introduce new vocabulary related to legal terms in claim processing, such as "liability", "exemption", and "insurance".

Engage students in interactive exercises to reinforce vocabulary retention.

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

Present an extended scenario involving a complex claim situation with multiple factors contributing to the issue.

Discuss potential strategies and challenges in resolving the claim, emphasizing the importance of clear documentation and communication.

**Step 4: Finalizing the Claim Response (30 分钟)**

Guide students in drafting a formal response to the claim based on the scenario, focusing on clarity, professionalism, and legal considerations.

Conduct a final practice session where students present their responses to the class.

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

Review the mind maps from the first lesson and refine them with additional details relevant to the claim response.

Discuss how to effectively use the mind map to structure a comprehensive and persuasive claim reply.

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

Discuss the importance of tone, empathy, and clarity in written communication, especially in

sensitive situations like claim rejections.

Have students practice adjusting their language to convey empathy while maintaining professionalism.

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

Summarize the key elements of a well-structured claim response and the importance of maintaining good customer relations.

Encourage students to apply these skills in future business interactions and reflect on their learning experience.

### 十一、教学反思

在本次处理商务索赔的教学过程中，学生通过模拟对话和角色扮演活动积极参与，表现出了对商务英语沟通技巧的浓厚兴趣。我注意到，学生在运用专业词汇时有所进步，但在解释复杂法律条款时仍显得不够自信。此外，学生在提供解决方案时需要更多地考虑客户情绪和满意度。未来，我计划增加更多实际案例分析，以提高学生的问题分析能力和创造性解决问题的技巧。同时，我也会着重提升学生在高压情境下的沟通和应变能力，以更好地适应真实的商务环境。