



揭阳职业技术学院

电子商务创业学院

《综合商务英语 IV》教案

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# 课程整体教学设计

## 一、课程的性质和任务

综合商务英语 IV 是一门面向商务英语专业高年级学生的专业核心课程，属于综合技能实践类课程。本课程以商务英语语言技能为基础，融合国际贸易实务、市场营销、人力资源管理等专业知 识，通过模块化教学与实践训练，培养学生在真实商务场景中的英语综合运用能力和跨文化商务交际能力。课程具有应用性、实践性和国际性特征，是连接专业基础学习与职业岗位能力的重要桥梁。

本课程旨在巩固和拓展商务英语词汇与表达，提升学生在市场调研、产品采购、生产制造、营销推广、销售管理、售后服务、人力资源及财务管理等商务环节的英语听说读写译综合能力；系统讲授国际贸易全流程知识，帮助学生建立完整的商务知识体系；通过案例分析、角色扮演、模拟操作、项目实践等多元化教学方法，训练学生完成商务调研报告撰写、采购谈判、广告策划、销售演练、客户服务等实务操作，积累模拟实战经验；培养学生的跨文化沟通能力、团队协作精神、创新思维、问题解决能力和职业道德意识，使其具备国际化商务人才所需的专业素养与综合素质；同时将家国情怀、文化自信、诚信意识、法治思维、工匠精神等思政元素有机融入教学全过程，引导学生树立正确的世界观、人生观和价值观，增强服务国家战略的责任担当，最终培养德技并修、中西融通、具有国际视野和家国情怀的高素质应用型商务英语人才。

## 二、教学目标与要求

### 1. 教学目标

- 1) 掌握商务英语核心词汇与表达，提升商务场合的语言运用能力。
- 2) 熟悉国际贸易全流程，能够独立完成询盘、报价、签约等业务操作。
- 3) 掌握市场调研方法，具备问卷设计与数据分析的基本能力。
- 4) 理解采购与供应链管理原理，能够规范撰写采购订单。
- 5) 掌握广告策划步骤，能够设计并执行简单的广告宣传活 动。
- 6) 培养跨文化沟通能力，能够与不同文化背景的商务人士有效交流。
- 7) 具备商务写作能力，能够撰写市场调研报告、广告策划书等专业文书。
- 8) 培养团队协作精神，能够在商务项目中与他人合作完成任务。
- 9) 提升问题解决能力，面对复杂商务情境能够提出有效解决方案。
- 10) 了解现代商务新技术新工具，适应数字化商务环境。

## 2. 课程思政育人目标

1) 厚植家国情怀, 引导学生认识到商务英语能力是服务国家"一带一路"倡议的重要工具, 增强用专业能力报效祖国的责任意识。

2) 强化诚信意识, 在国际贸易流程学习中融入契约精神教育, 培养诚实守信的商业道德, 维护中国企业的国际信誉。

3) 树立正确义利观, 通过采购与供应链管理案例, 引导学生理解互利共赢的合作理念, 在国际商务活动中践行正确的价值取向。

4) 增强文化自信, 提升学生对中国文化的理解和认同, 使其能够在国际商务场合自信地介绍中国企业文化与产品特色。

5) 培养全球思维, 帮助学生理解全球化背景下的经济格局, 关注人类命运共同体构建, 树立负责任的大国公民意识。

6) 提升跨文化胜任力, 在培养跨文化沟通能力的同时, 促进文明互鉴, 展现开放包容的大国心态。

7) 塑造专业精神, 通过商务写作规范训练, 培养学生严谨细致、追求卓越的工作态度, 强化工匠精神。

8) 激发创新意识, 在新技术新工具应用中, 鼓励学生积极探索数字化转型背景下的商务模式创新。

9) 增强法治思维, 在国际贸易流程学习中渗透国际商事规则教育, 培养学生的法律素养和风险防范意识。

10) 坚守商业伦理, 通过商务情境案例分析, 引导学生辨识商业活动中的道德困境, 树立正确的职业道德观。

## 三、教学方法与手段

本课程采用任务驱动与情境模拟相结合的教学方法, 通过设计真实商务任务和模拟工作场景, 引导学生在“做中学、学中做”, 强化语言技能与商务知识的融合应用; 充分利用信息化教学手段, 依托智慧课堂平台开展线上线下混合式教学, 运用多媒体资源、虚拟仿真软件和在线协作工具, 拓展学习时空边界, 提升教学互动性与实效性。

## 四、理论与实践课程内容与学时分配

# 课程内容和学时分配表

	内容	课时	小计
Unit 1	Surveying	8	8
Unit 2	Sourcing	8	8
Unit 3	Manufacturing	8	8
Unit 4	Promoting	8	8
Unit 5	Sales	8	8
Unit 6	After-sales Services	8	8
Unit 7	Recruitment	8	8
Unit 8	Finance	8	8
Unit 9	Training	8	8
合计		72	72

# Unit1 Surveying

## 一、教学目的和要求

### 1. 教学目标

- Learn the basics of market surveys, questionnaire design methods, and analysis of market survey results.
- Cultivate students' abilities to design questionnaires, analyze data, and write reports.

### 2. 课程思政育人目标

- Enhance students' teamwork and cross-cultural communication skills through group cooperation and discussions.
- Guide students to understand the philosophical thought of "Unity of Knowledge and Action" ("知行合一"), fostering their practical spirit and sense of social responsibility. Through case studies, strengthen students' identification with Chinese culture.

## 二、教学重点与难点

- How to design a scientifically effective questionnaire.
- How to analyze market survey data and write reports.
- Flexibly applying learned knowledge in real-life scenarios for market surveys.
- Integrating the philosophy of "Unity of Knowledge and Action" from Chinese traditional culture to enhance practical ability.

## 三、教学方法

- Lecture Method: Explain basic theories of market surveys.
- Group Discussion Method: Divide students into groups to discuss the application scenarios of different survey methods.
- Role-playing Method: Simulate the market survey process to enhance practical experience.
- Case Study Method: Use successful business advertisement cases to inspire student thinking.
- Project-driven Method: Design questionnaires and conduct small-scale market surveys.

## 四、教学学时

6 hours

## 五、教学内容（或教学过程）

## Lead-in (主题导入)

- Ask the students whether they did surveys before, and how they did it.
- Ask them to list some means adopted in surveys, and select the ones adopted in business surveys.
- Divide the students into groups and ask them to discuss different means of surveys in different

situations.

- Invite some representatives to share their opinions with the rest of the class.

### Additional Materials

- Secondary Research uses outside information assembled by government agencies, industry and trade associations, labor unions, media sources, chambers of commerce, and so on. It's usually published in pamphlets, newsletters, trade publications, magazines, and newspapers.
- Focus Group is the most popular form of qualitative research. It normally consists of 6 to 8 participants who are expected to have in-depth conversations about a particular topic.

## Reading A (精读课文)

### Task 1

- Divide the students into 3 groups, with each one responsible for each step.
- Ask each group to brainstorm and finish the column of activities first.
- Revolving those activities, ask them to discuss according to their past experiences about some dos and don'ts in each individual activity.

### Activity 1

- Let the students read the terms in the box and explain them in their own words.
- Ask the students to fill in the missing processes during production.
- Select one or two of them to try to use their own words to describe a typical production procedure.
- After that, the teacher may give them some more expressions or phrases to describe the time sequences.
- Encourage the students to make use of those expressions or phrases to describe it again.

## Focusing on Grammar

- 一些表示时间顺序的词

### More Examples

Before World War II, women were not recruited as intelligence officers.

It was some time before the door opened in response to his ring.

The decision had taken about 10 seconds once he'd read a market research study.

Once got the news, she couldn't help weeping.

Upon his release, Jack went immediately to his mother's.

- **并列句中动词的省略**

**More Examples**

The boys in the class were assigned the task to clean the floor, while the girls, the windows.

The white lie made the woman happy, while the man guilty.

New Year brought the children great expectation and enjoyment, while the poor parents, worry and suffer.

## Activity 2

- Ask the students to think of their daily experience, focusing on what product or service they would love to enjoy on campus. (e.g. Dorm-to-Dorm Delivery)
- If they do not have any clue, encourage them to go out of the classroom and do a face-to-face interview to gather more information.
- With all of the information collected, ask them to compare and decide one or two items that might be marketable.

### Additional materials

**The things that all the three companies have in common:**

- They are supermarket chains.
- They are hypermarkets (supermarket + department store).
- They are European companies.
- They are the world's largest and most international retailers.
- They have a large presence in China.
- They expand globally through stores as well as online sales.

## Reading B (泛读课文)

- Divide the students into smaller groups (at least 4 to 5 ones).
- Ask them to respond individually to the questionnaire in Reading B.
- Ask them to exchange information with others in the group and compare their answers.
- Ask them to summarize some similar and different items.

### Additional Materials

- When to use a questionnaire?

The choice of when to use a questionnaire will be made based on a variety of factors including the type of information to be gathered and the available resources for the experiment. A questionnaire should be considered in the following circumstances.

- 1. When resources and money are limited.

A questionnaire can be quite inexpensive to administer. Although preparation may be costly, any data collection scheme will have similar preparation expenses. The administration cost per person of a questionnaire can be as low as postage and a few photocopies. Time is also an

important resource that questionnaires can maximize. If a questionnaire is self-administering, such as an e-mail questionnaire, potentially several thousand people could respond in a few days. It would be impossible to get a similar number of usability tests completed in the same short time.

- 2. When it is necessary to protect the privacy of the participants.

Questionnaires are easy to administer confidentially. Often confidentiality is necessary to ensure participants will respond honestly if at all. Examples of such cases would include studies that need to ask embarrassing questions about private or personal behavior.

- 3. When corroborating other findings.

In studies that have resources to pursue other data collection strategies, questionnaires can be useful confirmation tools. More costly schemes may turn up interesting trends, but occasionally there will not be resources to run these other tests on large enough participant groups to make the results statistically significant. A follow-up large-scale questionnaire may be necessary to corroborate these earlier results.

### Activity 3

- Review some of the useful words and expressions the students can use in the presentation.
- Approach the analysis from different perspectives (e.g. from the female or the male perspective) and compare the similarities and differences, or try to categorize those questions from the questionnaire into smaller groups (e.g. focusing on the brand, fragrance, function, etc.).
- Assign this as homework, ask the students to free their mind and try to present a finding report as unique and individual as possible.

## Listening (听力练习)

### Task 1

- Ask the students to imagine that they were Andy and think what preparation they should do before conducting the survey.
- Ask them to read the questionnaire through and be familiar with each question and the choices.
- Divide the students into pairs and let them role-play some question-and answer scenes.
- Ask the students to listen to the recording and try to complete the questionnaire individually.
- Let the students listen again and check the answers with all the class.

### Task 2

- Ask the students to brainstorm some famous brands of hair products.
- List some of them, such as Rejoice, Royal Wind, Pantene, Heads & Shoulders, etc.
- Ask the students from what channels did they get to know these brands.
- Ask the students to list their favorite fragrance of hair products and explain why.
- Give the students some time to read the questions and answers. They can predict some answers

based on the information they've got from previous sections.

- Ask the students to listen to the recording once or twice so that they can choose the correct answer for each question. And check them with the class.
- Divide the students into pairs and ask them to discuss the necessary factors for successful TV commercials.

### Successful TV Commercials (Suggested Answers)

Pantene's TV commercial launched in Thailand, showing a deaf girl's endeavor to play the violin is of great success. It tells a very touching and encouraging story about a deaf poor girl's growth, during which process she held fast to her music dream, even though she was laughed at and bullied by a normal, talented and rich girl. Yet, she kept practicing and never gave up until finally bit the talent one. The sentence "You can shine" concludes the whole commercial, which goes along quite well with Pantene's advocacy of self-confidence as well as reveals the theme conveyed by this piece of commercial, and hence makes Pantene a household name in Thailand as well as all around the world.

### Task 3

- Before the listening of Task 3, ask the students to go back and review the contents of Task 1 and 2.
- Ask the students to make a brief report on the release plan of the new hair care product based on the information gathered.
- Ask the students to listen to Andy's report, finish the exercises first and then ask the students to correct the false statements. At last, let them compare their reports with Andy's.

### Communication Project (商务沟通)

- Ask the students to compare some basic means taken into the survey and decide one that is most suitable for the situation.
- The questionnaire design could be assigned as the homework for the students to finish after class and to be presented and discussed in next class.
- After the presentation of those questionnaires, try to highlight some strong points from each questionnaire and come up with a final version.
- Print the questionnaires, hand them out to each individual, ask them to respond and then collect those questionnaires for further analysis.
- Ask the students to refer to some promotion activities of similar products and then try to imagine, propose and decide one final promotion campaign.
- Present the survey schemes, compare them and arrange a vote.

## Writing (商务写作)

### Task 1

- Ask the students to brainstorm the questionnaires they've come across and pay special attention to some essential items that should be included in a questionnaire.
- Ask the students to think of the similarities and differences between the hair care product and the toothpaste. And then ask them to concentrate on some specific questions that might be presented in a toothpaste questionnaire.
- Ask the students to rank these questions according to their importance, and make an explanation.

## Moral Reflections (思政教学)

### Unit Overview

度之往事，验之来事，参之平素，则可决之。

*A decision can be properly made only after taking into account the past and the future as well as usual practice.*

**Before a product is released, a company must do a thorough survey.**

**Q1: What truths are revealed from the above quote?**

**Q2: What measures can you think of to help you make the proper decision?**

### Moral Reflections

#### Chinese Profile of Success

##### 知行 *Knowledge and Application*

*"Knowledge and application," used in ancient China, were recognition and application of principles underlying human relations in everyday life. There were varied understandings of "knowledge and application" in terms of their importance and relationship, such as:*

- (1) 知先后 *First Knowledge, Then Action.*
- (2) 知行合一 *Unity of Knowledge and Application*
- (3) 知易行难 *To Know is Easy; To Act Is Hard*

##### Chinese Classics:

- (1) 非知之实难，将在行之。（《左传》）  
*To know is not the hard part; to act is. (Zuo's Commentary on the Spring and Autumn Annals)*
- (2) 知之不若行之，学至于行之而止矣。（《荀子》）  
*Knowing something is not as good as putting it into practice. Learning reaches the ultimate stage when it is being applied. (Xunzi)*

## Work Project

**Design a questionnaire for a Chinese product that you want to recommend.**

Step 1: Watch the video clip. What questions can you ask when designing a questionnaire? Can you think of more questions?

(见课件内素材)

Step 2: Design a questionnaire to collect customers' opinions about it.

## Assignment

1. Design a Questionnaire\*\*: Create a questionnaire for a Chinese product, considering cultural values and market needs.
2. Conduct a Market Survey\*\*: Use the designed questionnaire to collect data and write a summary report.
3. Prepare a Presentation\*\*: Present your survey findings, highlighting unique insights and analysis.

# Unit2 Sourcing

## 一、教学目的和要求

### 1. 教学目标

- Learn the basic steps of sourcing, understand factors to consider in a sourcing process, and write a sourcing order.
- Develop skills in identifying suitable suppliers, negotiating terms, and implementing sourcing strategies.

### 2. 课程思政育人目标

Foster teamwork, critical thinking, and problem-solving abilities through group discussions and case studies.

Integrate Chinese cultural values such as "Listen to Both Sides" ("兼听则明") to encourage fairness, impartiality, and open-mindedness in decision-making processes.

## 二、教学重点与难点

- Understanding the sourcing process, including assessment of spending, supply market analysis, cost evaluation, supplier identification, and strategy development.
- Writing clear and concise sourcing orders with all necessary details (e.g., delivery terms, payment conditions).
- Applying theoretical knowledge of sourcing to real-world business scenarios.
- Balancing cost efficiency, quality assurance, and risk management when selecting suppliers.
- Drafting professional sourcing letters that are both precise and persuasive.

## 三、教学方法

- Lecture Method: Explain key concepts and procedures of sourcing.
- Group Discussion: Facilitate collaborative learning through brainstorming sessions and role-playing activities.
- Case Study Analysis: Use real-life examples (e.g., KFC, Apple) to illustrate sourcing decisions.
- Project-based Learning: Assign students to design sourcing letters or develop sourcing strategies for hypothetical products.
- Interactive Activities: Encourage participation through Q&A, presentations, and peer reviews.

## 四、教学学时

6 hours

## 五、教学内容（或教学过程）

## Lead-in (主题导入)

- Write the word source on the board and ask the students to make sentences with it.
- Write some sentences with the word sourcing. Let the students guess the meaning of sourcing through reading the sentences.
- Explain the phrases in the right column with cases or examples.
- Let the students discuss the differences among sourcing purchasing and buying.

### Additional Materials

#### Some sentences with the word source in them:

- Her son was a constant source of worry to her. 她的儿子总是让她很担心。  
We have been unable to trace the source of the infection. 我们还没有找到传染源。  
A garden was the source of inspiration for the painting. 花园是这幅画灵感的来源。  
The article quoted a senior source at the UN. 该文章援引了联合国一位资深人士的话。

#### Some sentences with the word sourcing in them:

- The union is particularly concerned at the sourcing of products abroad. 该联盟尤其关注海外的产品货源。  
Together they travel the world, sourcing clothes for the small, privately owned company. 他们一道走遍世界各地，为那家私营小公司寻觅服装货源。  
At the same time, the restructuring of companies has given rise to a vocabulary of change in such terms as re-engineering, down-sizing and out-sourcing. 同时，公司的重构促生了许多关于变革的术语，例如“再造（re-engineering）”“小型化（down-sizing）”和“外购（out-sourcing，又译外部支援）”。  
And, just in case U.S. clients do fret about sourcing sensitive work overseas in a time of strife, India's top software makers have already established major centers in the U.S. to supplement operations back in Bangalore and Hyderabad. 而且，印度最大的一些软件公司已经在美国建立了大型软件中心，使远在班加罗尔和海得拉巴的软件公司可以在美国就近开发软件，以防万一美国客户真的担心在冲突时期把敏感项目拿到国外去做。  
We don't plan any big changes in our sourcing. We're not sure how it's going to sort out yet, says Bill Wertz for Walmart. 沃尔玛的比尔·沃茨说：“我们不打算对进货渠道做出任何重大改变。因为我们目前还不确定政府将做出何种决定。”

#### sourcing/ purchasing/ buying

- Buying is operational while purchasing is tactical, but in either, cash or consideration changes hands at the same time with the property. Purchasing however has a step further to buying in that, purchasing can be for own consumption or for resale while buying is limited to own consumption. Purchasing decisions are what to buy, where to buy it, and how much to buy it for.
- Sourcing is then a term coined to cover activities performed by procurement staff in locating satisfactory and economic sources of supply of goods and services. Sourcing decisions involve determining whether to purchase a good or service from an outside organization or to source it internally. Make or buy decisions are therefore sourcing

that is meant to give organizations competitive advantages.

## Task 1

- Explain the description in the right column in English.
- Ask students to explain their understanding of these descriptions in Chinese, and tell them whether the understanding is right.

## Task 2

- Divide the students into pairs and let them discuss: According to the following companies, what are the most important factors in sourcing? List some famous companies on the blackboard—KFC, LV, Ford, Siemens, Apple, etc.
- Ask the students to share information in class, and make some comments. Give some explanations if necessary. List some phrases such as advanced technology, quality & quantity, fashion design, after-sales service on the blackboard.

## Reading A (精读课文)

### Task 1

- Let some of the students list some keywords which involve sourcing skills on the board. Encourage the students to use them in making sentences and give them help if necessary.
- Discuss in pairs: which of the skills is the most important one and illustrate the reasons.
- Encourage the students to share the information with their classmates.
- Choose some of them to illustrate in detail. Such as “communication skills” “organizational skills” “multiple language skills” etc.
- Answer the questions if the students have.

### Background Information

- **Sourcing process:** It is an institutional procurement process that continuously improves and re-evaluates the purchasing activities of a company. It includes:
  1. Assessment of a company’s current spending (what is bought, where, at what prices?).
  2. Assessment of the supply market (who offers what?).
  3. Total cost analyses (how much does it cost to provide those goods or services?).
  4. Identification of suitable suppliers.
  5. Development of a sourcing strategy (where to purchase, considering demand and supply situations, while minimizing risk and costs).
  6. Negotiation with suppliers (products, service levels, prices, geographical coverage, etc.).
  7. Implementation of a new supply structure.
  8. Track results and restart assessment (continuous cycle).

9. Negotiate payment terms with vendors.

- **Raw materials:** Basic substance in its natural, modified, or semi-processed state, used as an input to a production process for subsequent modification or transformation into a finished good.
- **Payment terms:** The conditions under which a seller will complete a sale. Typically, these terms specify the period allowed to a buyer to pay off the amount due, and may demand cash in advance, cash on delivery, a deferred payment period of 30 days or more, or other similar provisions.

## Task 2

- Encourage the students to catch the main ideas of each paragraph.
- Divide the students into several groups, then let one student from Group A ask the question to any of the student from Group B. All the activities are held with book closed. After that, check the answers, and correct the wrong ones.

## Task 3

- This task can be regarded as a contest in the class.
- Let the students decide the statements true or false but should illustrate the reasons.
- Divide the students into several groups, let them find the original sentences from the text, and find out who is the fastest.

## Activity 1

- This task can be assigned as a presentation task before class.
- Divide the students into several groups and discuss the topic.
- Allow surfing the internet if necessary.
- Let each group present their results on the slide with PPT files to exchange the information with other groups.
- Appreciate each task and make comments.
- Show the students some articles surfing from internet.

## Focusing on Grammar

- **Once** 引导的时间（条件）状语从句

### More Examples

Once the aim is fixed, we should not change it arbitrarily.

Once someone has died, he cannot be brought back to life.

The hall will soon heat up once the crowd arrive.

Once a decision is made, we must carry it out.

- **so(... ) that 的用法**

**More Examples**

Please speak up so that the people at the back of the room can hear you.

I will give you all the facts so that you can judge for yourself.

He was clever so much so that he can solve it in a few minutes.

He pushed the letter at me so that I could read the signature.

## Activity 2

- Ask the students to work in pairs and write a summary about what they have learned about basic sourcing steps.
- Let them share the ideas with the classmates by presentation.
- Make some comments on their presentations.

**Additional materials****Summary of the text:**

The sourcing process for companies breaks down into four clear steps. In the first step the company will order samples to ensure that the right product for the need from a qualified supplier is the most durable for the price. Then comes to the second step: Negotiate all the terms related before sign an agreement. The third step is to send the sourcing order with all the requirements listed on to the supplier. At last, the supplier pays invoice after shipping, then the deal is closed.

## Reading B (泛读课文)

**Additional Materials**

More details should be involved in sourcing letters:

1. Sourcing letters need to be clear and concise to avoid confusions.
2. Make sure that you have provide detailed information of delivery, e.g. your company name, delivery address and sometimes a billing address, along with a telephone number or other ways to contact you in case of questions or problems.
3. The three main parts of a sourcing letter can be the opening, the body and the closing.
  - The opening usually refers to some previous contact such as a catalog, phone call, exhibition or trade fair, or a sales visit, etc. This gives the reader a reference so that he can easily find out the intention of the letter.
  - The body describes the order and always includes the following details about the items you order: quantity, category, weight, color, model, material and special features, etc.
  - The closing is usually about payment and delivery. In this part you should set the delivery and payment terms. State clearly the expected delivery date, and means of transport. As for the payment terms, you need to mention how you will pay.

## Background Information

**Blue mountain coffee:** Blue Mountain Coffee is a classification of coffee grown in the Blue Mountains of Jamaica. The best lots of Blue Mountain coffee are noted for their mild flavor and lack of bitterness. Over the last several decades, this coffee has developed a reputation that has made it one of the most expensive and sought-after coffees in the world. Over 80% of all Jamaican Blue Mountain Coffee is exported to Japan. In addition to its use for brewed coffee, the beans are the flavor base of Tia Maria coffee liqueur.

**Mocha coffee:** Mocha is also used to describe a type of coffee bean. Smaller and rounder than most other varieties, these beans are derived from the coffee species *Coffea arabica*, which is native to Ethiopia and Yemen. Although the beans originally shipped from the port of Mocha were thought to have had a chocolate-like taste, current mocha beans from Yemen do not. Thus, “Mocha coffee” can refer either to the coffee-with-chocolate drink, or simply to coffee brewed with mocha beans.

**Colombia coffee:** Colombia coffee is coffee made from beans grown in the country of Colombia, in South America. Colombia is a major exporter of coffee, and has been ever since the plant was introduced in the 19th century. This coffee is known for having a distinctively mild, palatable flavor that is enjoyed around the world. While many misspell “Colombian coffee” as “Columbia coffee”, the country of Colombia, as well as the coffee from that country, is spelled with an “o” instead of a “u”.

## Listening (听力练习)

### Task 1

- Write some difficult words or phrases on the board, such as glorious, landscaping, catalog, garden hose, specification etc. Make sure that the students understand them. Explain them if necessary.
- Get the students listen to the conversation twice and let them complete the note.
- Check the answers with explanation.

### Task 2

- Introduce this task by asking the students what they know about the factors which influence the sourcing skills in business. Let students recall the topics from lead-in, which they have discussed. They can continue to discuss further.
- Ask the students to share the ideas with other classmates.
- Make some comments. Ask the students to summarize each item of the conversation.

### Task 3

- Start this task by asking the students what a sourcing agent should care in the sourcing process.

Let them discuss and gather some useful information which relates to the topic.

- Fill in the missing information by referring to their notes.
- Check the answers with the class. Make explanations if necessary.

### Additional Materials

What can a good sourcing agent do during the sourcing process?

1. Find a good supplier; (Price, package, cost and so on should be considered.)
2. Work out discount; (This can save the company money and may also create a longstanding and valuable contract for the supplier.)
3. Prepare the order form;
4. Sign the contract.

## Communication Project (商务沟通)

- Introduce sourcing fair if need.
- Make conversations under different business field. Such as electronics, garments & textiles, building materials, fashion accessories, etc.
- Encourage the students to make a dialogue, heat discussion will be appreciated.
- Invite some groups to present their shows, and make some comments.

## Writing (商务写作)

### Task 1

- This task offers students an opportunity to study the layout of a order form and sourcing letter (order letter).
- Let the students discuss how to write a sourcing letter. List some key words on the board. Try to figure out the layout and common elements involved in an order form.
- Write the order form individually or in pairs.
- Share their writings in class.

## Moral Reflections (思政教学资源)

### Unit Overview

货比三家

*Compare deals*

货比三家(*Compare deals*) is a Chinese idiom, it literally means “to compare a product at three different stores”. It generally means to “shop around” for the best of something.

**In business, sourcing refers to a number of practices aiming to find proper goods and services.**

Q1: How to compare deals when it comes to sourcing?

Q2: After you have decided on a supplier, what should you do next?

## Moral Reflections

### Chinese Profile of Success

#### 兼听 *Listen to Both Sides*

*The phrase means listening to diverse points of view. Before making decisions, one must listen to all kinds of opinions and synthesize them so as to extract the most sensible arguments. To do so, one must be fair, impartial, and open-minded.*

#### Chinese Classics:

(3) 兼听则明，而天下归之。（《荀子》）

*Listening to both sides will make one wise and well-informed, thus ensuring broad support all over the land. (Xunzi)*

(4) 兼听则明，偏信则暗。（《资治通鉴》）

*Listening to all kinds of views will make him wise whereas blindly believing will fool him. (History as a Mirror)*

### Work Project

Q1: The followings are some sourcing websites in China. Search online and share what you know about them.

(1)  **Alibaba.com**  
Global trade starts here.™

(2)  **DHgate.com**  
Buy Globally · Sell Globally

(3)  **global sources**  
Reliable exporters: find them and meet them

(4)  **Made-in-China.com**  
Connecting Buyers with Chinese Suppliers

(5)  **China.cn**  
China suppliers

(6)  **AliExpress**™

(7)  **HKTDC**

Q2: Besides the Internet search, do you know any other ways to find a reliable supplier?

## Assignment

- Design a Sourcing Letter: Write a sourcing letter for a specific product, ensuring it includes all essential components (opening, body, closing) and adheres to professional standards.
- Research Reliable Suppliers: Investigate sourcing websites (e.g., Alibaba, Made-in-China) and identify potential suppliers for a given product. Share findings in class.
- Prepare a Presentation: Present a sourcing strategy for a chosen product, highlighting factors like quality, price, delivery terms, and supplier reliability.

# Unit3 Manufacturing

## 一、教学目的和要求

### 1. 教学目标

- Learn the basic steps of sourcing, understand factors to consider in a sourcing process, and write a sourcing order.
- Develop skills in identifying suitable suppliers, negotiating terms, and implementing sourcing strategies.

### 2. 课程思政育人目标

- Correctly understand the principle of quality first and the spirit of craftsmanship; learn about the achievements of China's transformation from "Made in China" to "Intelligent Manufacturing in China," and boost confidence in innovation.
- Correctly understand technological innovation and digital transformation; learn about the development achievements of China's intelligent manufacturing, and inspire enthusiasm for serving the country through science and technology.

## 二、教学重点与难点

- Comparing mass production (MP) and craft production (CP) in terms of process, cost, output, and customization.
- Understanding the advantages and disadvantages of mass production for businesses and consumers.
- Learning the principles of effective packaging design, including functionality, aesthetics, and cultural relevance.

## 三、教学方法

- Lecture Method: Explain key concepts of mass production, craft production, and packaging design.
- Group Discussion: Facilitate collaborative learning through discussions on MP vs. CP and packaging design principles.
- Case Study Analysis: Use real-life examples to analyze the impact of manufacturing methods on product quality and customer satisfaction.
- Project-based Learning: Assign students to design packaging for a product and write a corresponding email or requirement document.
- Interactive Activities: Engage students with role-playing exercises, such as negotiating manufacturing processes or presenting design proposals.

## 四、教学学时

6 hours

## 五、教学内容（或教学过程）

## Lead-in (主题导入)

### Task 1

- Ask the students to work in pairs to discuss with their partners for 5 minutes and figure out what steps those pictures refer to and which one is directly connected with manufacturing and then rearrange them in the correct order.
- Invite one or two students to share their opinions with the whole class.

### Task 2

- Prepare some pictures involving both mass production (MP) and craft production (CP) from the Internet. Print them out.
- Ask the students to read the note of definition of MP and CP in advance and make sure they understand what the two concepts mean.
- Divide the students into groups and ask them to classify the pictures into two categories: MP and CP.
- Divide the board into two columns: MP vs. CP and invite some students to stick the pictures onto the board.

#### Additional Materials

- Most products adopt MP, so it is easy to find pictures of products of this kind. It is better to specify the brand when you search for relevant pictures because for example, though most clothes are produced by assembly line, some are still hand-made.
- DIY is very popular now. You can try the pictures of DIY products. You can also invite the students to name some.

## Reading A (精读课文)

### Task 1

- Let the students have a ten-minute-discussion. Ask them to take notes and write down key words.
- Ask the students to summarize the benefits of MP to the customers with the help of their notes.
- Invite some students to write down their key words or phrases on the board.
- Leave the students a follow-up question to think: Are there any disadvantages of MP to customers?

## Additional Materials

- Since mass production manufactures identical products which are difficult to satisfy individual tastes, DIY gains popularity. DIY refers to “do it yourself”. It originates in the western world in the 1960s. In Europe, people prefer to build and decorate their own houses by themselves. They can save money on one hand and decide the materials and designs on the other. Their houses can be unique, appealing and satisfactory. Now DIY prevails worldwide in various sectors. People make DIY food, hairstyle, gift, or daily articles like cups, wallpaper, furniture and so forth.

## Background Information

- The first examples of manufacturing operations carefully designed to reduce production costs by specialized labor and the use of machines appeared in the textile industry in the 18th century in England.  
Much of the credit for bringing such early concepts as division of labor, machine-assisted manufacture, and assembly of standardized parts together in a coherent form, and creating the modern, integrated, mass production operation, belongs to the U.S. industrialist Henry Ford and his colleagues at the Ford Motor Company, where in 1913 a moving-belt conveyor was used in the assembly of flywheel magnetos.
- Henry Ford helped make mass production method prevail in the automobile industry and now mass production has also been adopted in both manufacturing sectors and non-manufacturing sectors, like agriculture.

## Task 2

- Ask the students to read through Text A, underlining both advantages and disadvantages of mass production.
- Help the students extract key points from the underlined information. They are suggested to just mark down the direct effect of mass production, skipping the reasons behind it. Remind them not to just copy information from the text.
- Let the students work in pairs, refer to the table and then tell their partners alternatively the advantages and disadvantages of mass production, covering the effect and the reasons behind.
- Ask the students to refer to the benefits of MP to customers in Task 1. Write a short passage to elaborate the benefits of MP to both producers and customers. This can be a homework for the students.

## Activity 1

- Ask the students to search for relevant information for the topic, like general manufacturing process of a car, the history and the status of BMW, the main competitors of BMW, and so on.
- Divide the students into groups of three.
- A and B prepare a dialogue. A asks some questions based on the flow chart and B will respond

to those questions. C will listen to the dialogue and take some notes if necessary, then may refer to note 2 to help describe the flow chart based on the dialogue.

- Let the students exchange their roles for another round of role-play if time permits.
- Invite the students to make demonstration.

### Additional Materials

- BMW has a global manufacturing network and the BMW cars sold in China come from three manufacturing bases: Munich in Germany, South Africa and Shenyang in China. The imported cars have the same design and size while the cars from Shenyang have the same performance and functions but longer car body. From the model number you can judge where they are from. i is used for imported cars, like 525i while li is for home-made version, like 525li.

## Focusing on Grammar

### ● 表否定意义的动词前缀

#### More Examples

dis-: dissatisfy, disaffiliate, disappear, disconnect, disembark, disagree

un-: uncover, unchanged, unclog, undress, unbutton

mis-: misapply, misuse, miscount, misdiagnose

out-: outnumber, outgrow, outstrip, outweigh, outvote

counter-: counterattack, counterbalance, countercharge

### ● 关系代词 which 和 that 的用法辨析

#### More Examples

Do you like the books that/which I sent you last week?

She burst into tears when she was telling a happy story, which puzzled us.

Avatar is the best film that I have ever seen.

He is the last man that I will marry.

The watch for which I paid \$ 300 was lost.

She wrote a letter to her father, in which she tells her secret.

Which is the pen that you bought in Germany?

## Reading B (泛读课文)

### Background Information

- Packaging: Packaging is originally used to enclose or protect products for distribution, storage, sale and use, but now it represents brand philosophy and features. A particular design may greatly add value to a product and boost consumers' appetite. Therefore, producers pay more attention to packaging but some have gone too far. Not long ago, the country formulated new regulations to prevent producers from excessive packing so that the price of a product will be reduced and fewer materials will be wasted. Environmentalists also advocate people to recycle

packages to save our planet.

## Activity 2

- Ask the students to prepare the task in advance. They are suggested to bring a real package that they like most to the class.
- Divide the students into groups of 3 or 4 and let them describe the package to their group members alternatively.
- Choose one representative in each group to present the package to the whole class.
- Summarize the recipe for a successful package design together with the whole class after all the presentations and compare them with the principles in Text B.

## Listening (听力练习)

### Task 1

- Before listening, share some listening skills with the students. For instance, ask them to predict and underline the highlight of each sentence that could be the source of test. For example, in Sentence 1 the words small, most and handmade should be highlighted.
- Let the students listen to the recording once and mark the sentences true or false. Then the second time to confirm the answers.
- Check the answers with the whole class and let some students to correct the wrong sentences.

### Task 2

- Allow the students some time to read through the passage in advance to get a general idea.
- Lead the students to predict what will be talked about and what can be filled in the blanks.
- Remind the students to take notes while listening for the first time. Just write down key words rather than each word.
- Let the students listen to the passage again and check the note.
- Ask them to fill in the blanks with the help of the note. Then they can check their answers with their partners.
- Let the students listen to the material again and finalize their answers.
- Summarize useful words or terms that may be used in oral practice.

### Additional Materials

The skills of note-taking:

- Mark down only key words, like when, where, who, what, why, etc. Pay attention to the subject, verb, object, adjective, etc.
- Use English words, Chinese characters, abbreviations or symbols to record the key words.

- Use arrows to mark the link or logic between each key word.
- Well split attention. Around 30% for note-taking while 70% for listening. Remember notes only serve as a backup.

### Task 3

- Allow the students some time to read through the questions and bear the 4 WHATs in mind.
- Review the skills of note-taking with the students before the exercise. Ask them to take notes while listening.
- Listen to the material twice and let the students to complete the answers individually.
- Invite some students to share their answers with the whole class.
- Listen again and check the information carefully.

### Communication Project (商务沟通)

- Divide the students into groups of six and then sub-divide each group into two teams. Team A is responsible for MP and team B for CP.
- In each team, each student is allocated with one particular subject.  
Student A: Give the definition and features of mass/craft production.  
Student B: Search for products that usually adopt the method of mass/craft production.  
Student C: Summarize the advantages and disadvantages of mass/craft production
- Encourage student C to research the topic from different perspectives, such as advantages and disadvantages to both consumers and producers.
- Ask each student search for relevant information and takes notes. Remind them they may get information from various channels, like this unit, other books, the Internet, questionnaire, face-to-face survey, telephone survey, etc.
- Allow the students some time to share information and finish the comparison in the groups. Encourage them to prepare a PPT, using pictures, charts, tables, music or video to help them present their ideas.
- Let the whole class choose the best group who will be awarded with a gift, like some candies, or bookmarks.

#### Additional Materials

The recipe for a successful presentation  
Organization: PPT must have a well-organized structure.

- topic
- contents
- lead-in (questions or stories)
- main part (opinions, examples/analysis/explanation)
- conclusion
- reference

Content: The presentation must contain abundant, useful and relevant information. It must be logical, consistent and easy to understand.

Presentation: Visualized presentation could be more intriguing. Try to use pictures, charts, tables and videos to improve it. Avoid writing down each word that you are going to say on the PPT.

Articulation: Speak clearly with beautiful pronunciation and good rhythm. Slow down a little bit when you come to key points.

Communication: Never read out each word on the PPT or in your script. Always have eye contact with your audience. Make use of body gesture to perfect your delivery.

Reference: Remember to give credits to the source of your idea and print out the source for further reading for our audience.

## Writing (商务写作)

### Task 1

- Allow the students some time to read through the two tables to get relevant information.
- Check the information about the product and packaging design requirements in Chinese with the students.
- Let the students finish the letter individually and then exchange letters with their partners.
- Give time to the students to check or correct the information for their partners.
- Ask the students to recommend two or three letters for demonstration.

## Moral Reflections (补充教学资源)

### Unit Overview

巧夺天工

*superb craftsmanship excelling nature*

精益求精

*constantly strive for perfection*

井井有条

*in good order*

**Manufacturing is one of the most essential steps in enterprise activities. Look at the above idioms relating to the manufacturing process.**

**Q1: Can you translate the Chinese idioms into English?**

**Q2: Can you think of more Chinese idioms relating to manufacturing?**

# Moral Reflections

## Chinese Profile of Success

### 尽心 *Exert One's Heart*

*The phrase means one should fully understand and extend one's innate goodness. To do so, one needs to develop one's capability of thinking, discover the goodness inherent in the mind and then fully nurture this innate human character.*

#### Chinese Classics:

- (5) 尽其心者，知其性也。（《孟子》）  
*He who does his utmost knows his nature. (Mencius)*
- (6) 尽心，谓事物之理皆知之而无不尽。（《朱子语类》）  
*Exerting one's mind to the utmost means knowing the laws of all things, with nothing left out. (Classified Conversations of Master Zhu Xi)*

## Discussion

### T1: Watch the video and complete the following statements.

(见课件内素材)

1. Weaving machines, automation and the assembly line make manufacturing more efficient, but at the same time, individuality was \_\_\_\_\_.
2. 10 years ago, the clothes that turned out on this line were \_\_\_\_\_, now they are individually customized and \_\_\_\_\_ to each client.
3. The emphasis is moving from pure speed of reaction to speed plus \_\_\_\_\_.

### T2: The video has mentioned “intelligent manufacturing”. Discuss in groups:

Q1: What do you think is “intelligent manufacturing”?

Q2: Can you raise some examples of “intelligent manufacturing”?

## Assignment

1. Compare Mass Production and Craft Production: Write a short essay comparing the two methods in terms of efficiency, cost, and customization.
2. Design Packaging for a Product: Create a packaging design for a given product, considering functionality, aesthetics, and cultural relevance.
3. Write an Email for Packaging Requirements: Draft an email to a manufacturer outlining the packaging requirements for a product.

## Unit 4 Promoting

### 一、教学目的和要求

#### 1. 教学目标

To learn different promotion methods and their characteristics.

To understand product placement and various advertising techniques.

To recognize the advantages and disadvantages of different advertising media.

To read and describe graphs related to business data.

#### 2. 课程思政育人目标

To reflect on the importance of self-awareness in personal and professional development, drawing from Chinese classics such as "知人者智，自知者明" (Laozi) and "欲知人者，必先自知" (Master Lü's Spring and Autumn Annals).

To appreciate the cultural significance of idioms like "洛阳纸贵" and their relevance to the success of promotional strategies.

### 二、教学重点与难点

- Understanding the concept of promotion and its role in marketing.
- Analyzing real-life examples of product placement and advertising techniques.
- Evaluating the effectiveness of various advertising media for different products.
- Identifying the most cost-effective advertising package for specific products.
- Writing clear and accurate descriptions of business graphs.
- Encouraging creative thinking in designing promotional campaigns and scripts.

### 三、教学方法

- Interactive discussions and group activities to explore promotion methods and advertising media.
- Case studies and video analysis to demonstrate successful promotional strategies.
- Pre-class surveys and presentations to engage students in practical applications of marketing concepts.
- Role-playing exercises to practice persuasive communication techniques.

### 四、教学学时

6 hours

### 五、教学内容（或教学过程）

## Lead-in (主题导入)

### Task 1

- Show some pictures taken in your neighborhood about different approaches to promotion.
- Ask the students to identify the approaches and then define promotion. Be prepared to explain unfamiliar terms in task 1.
- Note: When pairing or grouping up students for discussion tasks, try different pairing or grouping schemes so that the students will not have to speak with the same partner(s) all the time. Sharing and brainstorming with different people may inspire creative thinking.
- Elicit ideas from the whole class or ask different groups to report back.

### Task 2

- Reduce the difficulty by providing a list of choice options to initiate productive discussion, because students of zero business background may find this task rather challenging.
- Ask the students to find out more ways of promotion that they have encountered in their daily life. Then discuss them with the whole class.

## Reading A (精读课文)

### Task 1

- Ask the students to recall products or brands that they remember from movies or TV commercials.
- Encourage them to explain why the memory remains.
- Some students may try to give detailed descriptions of the impressive TV commercials or attractive plots in the movies. Make sure they don't go too far from the topic.

#### Background Information

- Brands/Products featured in *If You Are the One* include Motorola (mobile phone), Tsinghua Tongfang (laptop), China Merchants Bank (credit card), Jiannanchun (wine), Costa Cruises, CITIC Securities, Hainan Airline, Subaru (car), Windsor (whisky), etc.
- *Casino Royal* features many Sony product placements throughout: a blue ray disc is prominently portrayed at one time. All characters use VAIO laptops, Sony Ericsson cell phones and global-positioning systems, and BRAVIA televisions. Bond uses a Cyber-shot camera to take photographs. Car advertisements are blatant enough and “to have an entire scene devoted to discussing Omega watches was shameful”.

### Activity 1

- Remind the students that they should not only list out the products/brands but also share ideas about how they are featured, different occurrences, the upside and downside, etc.
- Make sure that every group member contributes something to the discussion.
- A competition approach could be introduced to stimulate a dynamic and productive discussion.
- Note that not all products shown on the screen are sponsored items.

#### Teaching Materials

Some useful expressions:

- subtle, tactful, skilled, reasonable, blatant (too obvious)
- seamlessly woven into the storylines/dialogue/scenes
- fits in within the movie
- make the audience feel cheaply tricked
- completely ruins the film
- It's done so well that we may not notice at all.
- It's a bit annoying.

- It's a commercial!

## Task 7

- Group the students to finish this task.
- Ask the students to name the companies and their lines of business.
- If possible, extend the exercise by illustrating strategic choices for the translation of some well-known slogans.

## Focusing on Grammar

- 现在分词短语作结果状语

### More Examples

- The Philippines was attacked by super tropical typhoon Haiyan, resulting in thousands of death and massive damage to homes.
- Her husband died in 1942, leaving her with five children.
- Three major campaigns have been launched during this year, making our brand a household name.
- With this money, about 20 new Hope Schools can be built, allowing more poor children to receive a proper education.
- More highways have been built in China, making it much easier for people to travel from one place to another.

- feel like 的几种常用搭配

### More Examples

- It feels like rain.
- Sometimes, you don't feel like staying in a five-star hotel. What you really want is a room with a view that feels like home, where you're welcomed with genuine warmth.
- Carol doesn't feel like a movie tonight.
- I feel like I'm not living my life to the fullest.
- After the accident, it took a year for me to feel like myself again.

## Activity 2

- Let the students think about what the advertiser should consider when deciding on the appropriate media—the cost, the target audience, and the product features.
- Group the students and let each group work on one product only.
- Ask students to discuss and choose an advertising package that is most cost-effective.

## Teaching Materials

Commonly shared ideas about Pros and Cons of different advertising media:

- Newspaper: wide coverage, high circulation, carry complicated advertising content; but hard to project sharp images, short shelf life.
- Magazine: audience targeted, and longevity (last longer than newspaper), higher quality image solution, high level of reader involvement, viability increases if the magazine cycles; expensive, ads may need to be ready six months in advance of the issue.
- TV: big amount of audience, can be seen and heard, more creative and attractive; but high cost and complicated, usually doubted and skipped.
- Car wrap: mobility, inexpensive, eye-catching, excellent visibility, exclusivity (no sharing with other advertisers).
- Radio: big amount of listeners, listeners may extend their loyalty to sponsors, relatively low cost and fast.
- Street stalls: low fee, generate direct sales or interaction, community-focused.
- Billboard: noticeable, customized placement, but the long-term commitment may not be suitable for temporary specials and sales.
- Outdoor ads: various forms and choices, regional-targeted, can attract passerby's attention.
- Internet: modern, vast reach, ideal for businesses with a national or international target market and large-scale distribution capabilities, cost-efficient, more targeted; marketing materials are easy to be copied and ignored.
- Flyer: inexpensive, easy to design, produce, distribute and read, large reach; but easily dismissed (usually end up inside the nearest dustbin) and without long-term impact.
- Movie: huge amount of audience (including new potential customers), noticeable, can't be skipped, the product may gain greater credibility when popular and respected stars use them; effectiveness unpredictable, may be considered distracting, intrusive or unethical.

## Reading B (泛读课文)

### Background Information

- American Express Company, also known as Amex, is an American multinational financial services corporation headquartered in New York. It is one of the 30 components of the Dow Jones Industrial Average. The company is best known for its credit card, charge card, and traveler's cheque businesses. During 2011, Amex processed \$ 540 billion in purchases, surpassing MasterCard and ranked second in annual transaction volume (Nilson Report, 2012). BusinessWeek ranked American Express as the 22nd most valuable brand in the world (2011), and Fortune listed Amex as one of the top 20 Most Admired Companies in the World (2011).
- West Kowloon Waterfront Promenade is a promenade along Victoria Harbour in the Kowloon peninsula of Hong Kong. The promenade is nicely decorated with various forms of public art, including paintings and calligraphy. It is part of the West Kowloon Cultural District, the largest arts and cultural project in Hong Kong to date.

### Teaching Materials

If necessary, show students some pictures of the West Kowloon Waterfront Promenade and introduce the functions of this new cultural spot.

## Activity 3

- Assign a pre-class survey as a team project.
- The team may collect information through different platforms, e.g. WeChat, microblog, QQ, university intranet, etc.
- As to the size of the sample, the more respondents you have, the more convincing the finding will be.
- When designing the questionnaire, get references from the internet. Limit the number of questions to 5, and avoid nonspecific questions.
- Arrange a class presentation: Credit Card Promotion, Finding and Analysis.

## Task 4

### Teaching Materials

Businesses might use promotional events as a way to set themselves apart from the competition or highlight a new or promising product or service. While there are businesses (like some advertising companies) that specialize in planning these sorts of events, and they can be hired by the person or organization that is doing the promoting.

# Listening (听力练习)

## Task 1

### Teaching Materials

Other promotional tools include mailings, speeches, presentations, contests, packaging, films, catalogs, coupons, posters, free samples, rebates, and even endorsements by famous people.

## Activity 4

- Refer to tips and materials on Activity 2.

### Teaching Materials:

- Advertising media combinations involve the use of more than one advertising medium to promote the same category of product within the same period of time. A common strategy is to make use of one main medium and several other supporting media. Different advertising media have different targets and advantages. The right choice of combination will enable an enterprise to achieve the best advertising effect with the lowest cost. In order to choose the optimum combination, it is necessary to understand the performance and effects of different media.
- Word of mouth advertising: customers help promote your company and products by telling others about them. Pros and Cons: least costly form of advertising, more targeted, positive feedback can be more believable and help convince potential customers; slow, limited coverage and control. (McKinsey suggests that word of mouth generates more than twice the sales of paid advertising in categories as diverse as skincare and mobile phones.)

## Communication Project (商务沟通)

- Proper preparation before class will make the discussion more productive. Ask the students to find examples (videos) that demonstrate the listed persuasion techniques.
- The commercials may be introduced in Chinese if they are produced and presented in a Chinese context.
- Students are encouraged to talk about their feelings when watching these commercials.
- If time allows, ask follow-up questions to deepen the discussion.
  - Who are the target customers of each ad?
  - Which commercial do you think is the most persuasive? Why?
  - Which persuasion technique has the best effect on you? And which is the least effective?

### Task 2

- Pre-class preparation: ask a group of students to collect a few attractive car-themed commercials to show in the class and initiate a more focused discussion.
- Some successful commercials may attract the audience with other persuasion techniques, not on the list.
- Remember: A TV commercial impresses people for different reasons, could be that it's funny, it's exciting, it's creative, it's persuasive, or it's weird and disgusting.

#### Teaching Materials

Some impressive car commercials:

- Audi RS3: fast driving in Monte-Carlo with Michèle Mouton, a French former rally driver who competed in top-level rallying. (typical case of the testimonial)
- Ford Ranger Opencab (chimpanzee mother and son): funny. Features at toughness.
- Citroën C4: impressive headline: Survive with technology; attract Transformer fans. Features at smoothness and functions.
- Volvo: the repeated appearance of lovely dog; unexpected ending, warm headline: Volvo V70, The Family Car. Features at space and target at family customers.

### Task 3

- Introduce to the students that a commercial script usually includes a description of the action that will occur, character or actor names and dialogue/narration.
- This task can be assigned as after-class activity so that students could have enough time to create the script and prepare better for their group presentation.
- Designate 2 or 3 student commentators to give a general assessment of the presentations and decide on the best script.

# Writing (商务写作)

## Task 1

- Ask the students to find out what Brand Visibility is and how it is measured.
- Some students may find it difficult to describe the graph. If so, prepare them with a task-related Chinese-English translation practice.
- Show a movie clip of Black & White in class so that students can have a clear idea of how Luxgen 7 is featured.

### Teaching Materials

Some common expressions for describing changes:

- Remain level, stable, constant, with no change ...
- Fluctuate, rise and fall ...
- Fall, drop, decrease, slide down, go down ...
- Rise, grow, growth, climb, go up ...
- Soar, rocket, fly, a dramatic/sharp increase/growth...
- Collapse, jump, slump, a sudden drop, dive...
- Have/has great impact/influence on...; contribute a lot to ...

## Task 2

- Explain the types of charts/graphs to the students.
- Introduce the organization of business graph/chart description: it usually includes 4 parts, namely, introduction, body part (detail description), analysis, and conclusion.
- Remind them of observing some basic rules in writing it:
  - ◇ Ensure accuracy in wording.
  - ◇ Avoid being repetitive.
  - ◇ Be objective.
  - ◇ Keep a Consistent Verb Tense.

### Teaching Materials

Some common expressions for graph description:

- The diagram unfolds a clear comparison between...
- The number of... increased/decreased/dropped by... %...
- From the graph/diagram it can be safely concluded that (in the years)...

- There were many significant changes in...
- To sum up...
- This bar/line/pie chart displays...
- The chart reflects several trends...
- This suggests...
- According to the graph...
- There was a slight recovery...
- ... has dropped dramatically/gradually
- ... rose sharply from... to...
- Remained constant at...

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## Moral Reflections (补充教学资源)

### Unit Overview

洛阳纸贵

*paper is dear in Luoyang*

*This Chinese idiom originates from the story of a writer named Zuo Si in the Jin Dynasty. He wrote Rhapsody on the Three Capitals (《三都赋》). The work was so popular and copied by so many people, that it causes a paper shortage in Luoyang. Later, “洛阳纸贵” is used to describe a work being all the rage (风行一时) for a time.*

**Promotion is a key element in putting across the benefits of a product or service to the customers. High-quality goods, well-designed marketing, and promotional strategies will ensure long-term success.**

**Q1: Can you think of more Chinese idioms about promotion?**

**Q2: Can you list some promoting strategies?**

## Moral Reflections

### Chinese Profile of Success

#### 自知 *Know One's Self*

*The phrase means to have knowledge and understanding of one's strengths and weaknesses. This is the basis for knowing others and all other things. Further self-improvement and progress stem from this.*

#### Chinese Classics:

(7) 知人者智，自知者明。（《老子》）

*Knowing others is wisdom; knowing one's self is insight. (Laozi)*

- (8) 故欲胜人者，必先自胜；欲论人者，必先自论；欲知人者，必先自知。（《吕氏春秋》）  
*Therefore, to conquer others first conquer yourself, to comment on others first comment on yourself, and to know others first know yourself. (Master Lü's Spring and Autumn Annals)*

## Discussion

**Watch the video and discuss the following questions in groups.**

（见课件内素材）

Q1: According to the video, what are the drivers behind Shein's success?

Q2: Do you think Internet marketing is an effective marketing mode? Is there anything to look for in Internet marketing?

## Assignment

1. Write a short essay on the drivers behind Shein's success based on the provided video material.
2. Create a promotional script for a hypothetical product using the techniques discussed in class.
3. Analyze a graph or chart related to brand visibility and submit a written description following the guidelines taught in this unit.

## Unit 5 Sales

### 一、教学目的和要求

#### 1. 教学目标

- Learn the basic qualities and skills required for a salesperson.
- Understand how to evaluate a salesperson's performance.
- Ability Objectives:
- Develop critical thinking by analyzing successful sales cases.
- Enhance communication skills through role-playing activities and group discussions.

#### 2. 课程思政育人目标

- Reflect on the importance of self-awareness ("自知") in personal and professional growth.

### 二、教学重点与难点

- Key qualities and skills of a successful salesperson (e.g., attitude, listening skills, relationship-building).
- Practical methods for evaluating sales performance (e.g., sales volume, profit margins, target achievement).
- Applying theoretical knowledge of sales skills to real-life scenarios.
- Understanding the balance between promoting products and maintaining ethical business practices.
- Evaluating the effectiveness of different promotional strategies, especially in the context of internet marketing.

### 三、教学方法

- Interactive Learning: Group discussions, role-playing exercises, and case studies.
- Task-Based Approach: Assigning tasks like brainstorming sessions, preparing dialogues, and writing emails.
- Multimedia Resources: Using videos and online resources to explore successful business models (e.g., Shein's success drivers).
- Reflective Learning: Encouraging students to reflect on moral and cultural aspects of sales and marketing through Chinese proverbs and historical examples.

### 四、教学学时

6 hours

### 五、教学内容（或教学过程）

## Lead-in (主题导入)

- Ask the students a question: How to understand sales? Let them think about it and discuss with others.
- Divide the students into different groups to discuss what kind of salesperson
- Ask each group to give their report on their discussion. Encourage the other groups to give comments.

## Task 2

- Divide the whole class into groups of four or five, each group is responsible for collecting and reporting one figures information. Let representative of each group give a brief summary of the legendary figure for the whole class.

### Additional Materials

#### **Life about Joe Gerard**

Joseph Samuel Gerard, better known as Joe Gerard, (born on November 1st, 1928 in Detroit, Michigan) is an American salesman. Having sold 13,001 cars at a Chevrolet dealership between 1963 and 1978, Gerard has been recognized by the Guinness Book of World Records as the world's greatest salesman. Being one of America's most sought-after speakers, Gerard has spoken at engagements with General Motors, Hewlett-Packard, and Kmart.

#### **Life about Dong Mingzhu**

Dong Mingzhu is a Chinese businessperson. She is the President of Gree Electric. She started working for Gree Electric in 1990 as an air conditioner salesperson. She worked in Anhui and became one of the company's top salespeople. By the mid-1990s she became sales director. She became President in 2001. In 2013, Mingzhu was named Woman in the Mix for business by Forbes Asia. The New York Times called her one of the toughest businesswomen in China.

## Reading A (精读课文)

### Task 1

- Divide the whole class into groups of four or five. Let each group brainstorm the qualities and skills and then share the ideas with the other groups.
- Each group should choose one of the most important qualities in your list and tell your reason.

#### Additional Materials

##### Some famous sales quotes

1. Sales are contingent upon the attitude of the salesman—not the attitude of the prospect. (By W. Clement Stone, American best selling author and founder of Combined Insurance Company)
2. The salesman knows nothing of what he is selling save that he is charging a great deal too much for it. (By Oscar Wilde, Irish poet, novelist)
3. In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create. (By David Ogilvy, British advertising executive)

### Task 2

- Ask the students to read through the text individually.
- Let one or two students retell the rough idea of the text in their own words. pay special attention to those key words in the task.
- Come back to the task and allow the students to complete the blanks in task 2.
- Check the answers and encourage the students to use some synonyms.

### Task 3

- Ask the students to read all the questions and answer them with their books closed.
- On question 4 hold some activities, for example, role play, and let the students show the right way and of listening no matter in daily life or in business.
- Read the text again to check their answers.

### Activity 1

- The whole class can first review the principles in job interview, e.g, polite, clear and sincere, etc.
- Teacher can guide the students to use the information in Reading A and can also encourage them to think out some fresh ideas besides the reading.

- The given information in this activity is a good example of job interview. Teacher can ask some students to have negative examples with unsatisfied ending.
- The whole class can compare the positive and negative dialogues and give comments.

## Focusing on Grammar

- **复合形容词**

### More Grammar Examples

1. She is a really kind-hearted nurse.
2. This room can hold a 2-meter-long bed.
3. She didn't want her fourteen-year-old daughter to come home at all hours of the morning.
4. The well-established firm closed down with the loss of 600 jobs.
5. Our long-suffering mining communities deserve better than this.

- **who 引导的定语从句**

### More Examples

1. He watched the children and boxes that filled the car.
2. People all like those who have good manners.
3. He is the twentieth customer that I have met today.
4. Miranda can not recognize the man who she had loved for years.
5. I can not wait to open the box and bag that I got at the party.

## Activity 2

- Group the students and let them share their opinions on the importance of maintaining human relationships in group.
- Ask some students to review the points in Book 1.
- Allow the students to surf the internet and find some cases about successful transactions due to good personal relationships or counterexamples.
- Ask several groups to give report or give a role-play performance.
- Invite the whole class to give comments on in which cases personal relationship is needed.

## Reading B (泛读课文)

### Additional Materials

#### How to evaluate sales performance

Instructions:

- a. Decide on a timeframe to evaluate sales performance, i.e. monthly, quarterly or annually.
- b. Choose the determinants to evaluate sales performance. You should take into account current market trends, product type and customer preferences while choosing determinants. Sales volume, profit margins, ability to meet targets, number of new accounts and leadership are some of the factors that have to be considered while evaluating sales executive/team performance.
- c. Make a note of the average expenditure incurred by the sales executive/team for every call made on a client. This should take into account travel, accommodation, telephone and entertainment costs.
- d. Assign grades that indicate the performance level and also mention areas where there is scope for improvement.

Tips and warnings:

- a. Give monetary incentives, offer promotions and shower praise on the top performers.
- b. Prejudice and bias should not be allowed to influence evaluation of sales performance.
- c. Failure to evaluate sales performance will dent an organization's ability to identify trends and respond accordingly.

### Activity 3

- Ask the students to review the key points in Reading B
- Brainstorm what should be paid attention to in the conversation, including information and attitude.
- Divide the students into groups to prepare the dialogue and ask one or two groups to give report.
- Invite the whole class to draw a conclusion.

## Listening (听力练习)

### Task 1

- Introduce this task by asking students what they can remember about the qualities and skills of a sales person in Reading A.
- This pre-listening exercise provides students with enough information to make prediction about the information in recording.
- Let the students listen to the recording once and try to summarize the rough idea in the

recording.

- In the second listening, let the students write down the key words to complete the dialogue.
- Check the answers with the whole class.

## **Task 2**

- Allow the students some time to read the statements. They can predict some answers based on the information they've got from previous sections.
- Let the students listen to the recording once and try to draw a conclusion about the people's sales performance.
- In the second and third listening, the students try to decide true or false of each statement.
- Check the answers with the whole class.
- Ask the students do the oral exercise in pairs.
- Divide the whole class into groups and make a dialogue to promote something to another.

## **Task 3**

- Allow the students some time to read the statements. They can predict what might be listening about.
- Ask the students try to predict the answer to each of the question based on the previous information.
- Let the students listen to the recording three times to get the right answer.

## Communication Project (商务沟通)

- Ask the students to review the skills and qualities of a sales person.
- Divide the students into groups of six and focus on task 1. Each group must present their reasons for choosing the product.
- Ask the students to exchange ideas with task 2. Try to use more sentence patterns and expression for each of the step.
- Each group has to hand out the notes and choose at least two students to give a role-play performance.

## Writing (商务写作)

### Additional Materials

**A target customer or a targeted market:** A target market is a specific group of consumers that a business wishes to attract and sell its line of goods or services to. A target customer may be defined in terms of age, gender, sexual orientation, economic class, ethnicity, religion, or location. This process of socio-economic grouping allows businesses to create profiles of the typical customer who is likely to purchase products from the company, which in turn provides the basis for the creation of marketing and sales initiatives.

- Ask the students to collect some commercial e-mails from their own e-mail box.
- Invite students to discuss: Do they like this way of promotion? How do they deal with the e-mail? Have they tried the products in the e-mail? What do you think is the best way for promoting skin care products?

## Moral Reflections (补充教学资源)

### Unit Overview

度之往事，验之来事，参之平素，则可决之。

*This Chinese proverb originates from the story of a writer named Zuo Si in the Jin Dynasty. He wrote Rhapsody on the Three Capitals (《三都赋》). The work was so popular and copied by so many people, that it causes a paper shortage in Luoyang. Later, “洛阳纸贵” is used to describe a work being all the rage (风行一时) for a time.*

*Products with low cost can be sold more and generate more revenues.*

*A single product or commodity makes little profit and makes money by selling a large number of products.*

**Promotion is a key element in putting across the benefits of a product or service to the customers. High-quality goods, well-designed marketing, and promotional strategies will ensure long-term success.**

**Q1: Can you think of more Chinese idioms about promotion?**

**Q2: Can you list some promoting strategies?**

## Moral Reflections

### Chinese Profile of Success

#### 自知 *Know One's Self*

*The phrase means to have knowledge and understanding of one's strengths and weaknesses. This is the basis for knowing others and all other things. Further self-improvement and progress stem from this.*

#### Chinese Classics:

(1) 知人者智，自知者明。（《老子》）

*Knowing others is wisdom; knowing one's self is insight. (Laozi)*

(2) 故欲胜人者，必先自胜；欲论人者，必先自论；欲知人者，必先自知。（《吕氏春秋》）

*Therefore, to conquer others first conquer yourself, to comment on others first comment on yourself, and to know others first know yourself. (Master Lü's Spring and Autumn Annals)*

### Discussion

<https://www.youtube.com/watch?v=W-SHVVAKR1c>

Q1: According to the video, what are the drivers behind Shein's success?

Q2: Do you think Internet marketing is an effective marketing mode? Is there anything to look for in Internet marketing?

## Assignment

1. Write a commercial email targeting a specific customer group.
2. Evaluate the sales performance of a hypothetical salesperson using the criteria discussed in class.
3. Research and present a case study of a successful salesperson or company (e.g., Joe Gerard or Dong Mingzhu).

## Unit 6 After-sales Services

### 一、教学目的和要求

#### 1. 教学目标

- Students will understand the components of after-sales services and customer expectations.
- Students will analyze case studies (e.g., Apple' s after-sales practices) to identify effective and ineffective service strategies.
- Students will develop skills to handle customer complaints professionally through role-plays and letter writing.

#### 2. 课程思政育人目标

- Ethical Awareness: Recognize the importance of honesty, fairness, and legal compliance in customer service (e.g., respecting consumer rights under China' s Consumer Protection Law).

### 二、教学重点与难点

- Key concepts: Types of after-sales services, customer satisfaction factors, and cross-cultural service standards.
- Core skills: Critical thinking (evaluating service policies), communication (role-playing complaint resolution), and written expression ( drafting formal complaint/response letters). Understanding legal/regulatory frameworks (e.g., China' s two-year warranty law vs. Apple' s global policy).
- Applying theoretical knowledge to real-world scenarios (e.g., analyzing ethical dilemmas in customer service).

### 三、教学方法

- Case-Based Learning: Analyzing Apple' s after-sales controversies and comparing international practices.
- Role-Playing: Simulating customer-staff interactions (e.g., Genius Bar consultations, complaint calls).
- Group Discussions: Exploring consumer rights, corporate social responsibility, and ethical service practices.
- Project-Based Learning: Conducting surveys on customer expectations and designing improvement plans.

### 四、教学学时

6 hours

### 五、教学内容（或教学过程）

## Lead-in (主题导入)

- Choose some of the students to answer the following questions:  
Can the After-sales Department help to achieve better sales?  
What will you do if you find the new computer you bought damaged when you receive it?  
Would you ask for help from the After-sales Department or the R & D Department?
- Divide the students into groups of 5 or 6. Each group should explore several kinds of services offered by the After-sales Department.
- Encourage the students to make the best use of different resources at hand, such as the websites of different companies, acquaintances working in these companies, or the libraries.
- Ask each group to give a report on the discussion. Encourage other groups to make comments.
- Encourage the students to justify their own answers.

## Reading A (精读课文)

### Task 1

- Ask the students to recall their experiences of visiting the After-sales Department. What do they value most: the service provided, the price they charge or the staff's attitude? Ask them to describe a pleasant experience or an undesirable one to their partners, and list a few things that impressed them most.
- After pair discussion, invite some students to share their pleasant or undesirable experiences with the rest of the classmates.
- Encourage the students to search for information on the After-sales service of Apple Store in advance, bring their findings to the class and share them with their classmates. Try to tell the differences between the After-sales service of Apple Store in China and that in other countries. The consumer protection CCTV show in Mid-March, 2013 can be recommended.

### Additional Materials

#### **After-sales service of Apple Store in China and that in other countries**

In a recent interview, Apple CEO Tim Cook said China will soon become Apples biggest market. Just walk past any Apple store, and that's certainly how things seem to be going.

But voices of complaint are coming from some Chinese consumers, over Apple's after-sales service.

The company offers a global warranty period of 1 year—that's the same whichever country you are in. But Chinese law states that warranties on computer sales MUST be at least two years.

All companies have their own policies. But they should all abide by the laws and regulations of the countries that they operate in.

But the biggest complaints have been about HOW Apple deals with faulty products. In the United States, Australia, South Korea and the European Union, defective iPhones can be replaced with a brand-new one during the one-year warranty period.

Chinese customers don't have that option, and have to have them repaired. I think there should be no difference between Chinese and foreign Apple users. Apple should guarantee the legal rights and interests of its Chinese fans. The controversy erupted after a consumer protection TV show in Mid-March. Since then Apple has made two statements, denying discriminatory practices in China.

Legal experts are not buying it. Qiu Baochang, legal team leader of China Consumers Association, said, Apple says Chinese consumers enjoy the highest standard of service. This is a false statement. It's a fact that the company gives brand-new replacements in other countries, but in China the warranty does not cover the outer casing. I think Apple is ducking the issue.

Chinese consumers are holding firm stance on the issue. Apple needs to be stronger in after-sales. A product's popularity not only depends on its quality, but also after-sales service. Other products do better in this area. If Apple continues like this, we will choose other products.

Last year, Apple was forced to modify the terms of its after-sales service in South Korea, after a customer sued the company for replacing her defective iPhone with a refurbished one. Some Chinese citizens have called on Chinese consumers to mount a similar challenge.

### Additional Materials

Patience may be most important since it can help to make the customers satisfied.

Sweet smile is the significant sunshine because it helps to create the relaxing atmosphere and establish the friendly relationship between the staff and customers.

The strategy of under-promising and over-delivering is important as well. For instance, we may tell the customer that the delivery will arrive within ten hours, although in most cases we can have it done within three. By doing so, the customers are more likely to appreciate the effectiveness of the service.

### Background information

#### **Genius Bar**

The Genius Bar is a tech support station located inside every Apple Retail Store, the purpose of which is to offer help and support for Apple products. Ron Johnson, the former Senior Vice President for Retail, has often referred to the Genius Bar as the "heart and soul of our stores". Employees are specially trained and certified at the Genius Bar. Their role is to help customers with Apple hardware and software. All in-store repairs of Apple products are carried out by "Geniuses", formerly known as Mac Geniuses.

#### **MacBook**

The MacBook was a brand of Macintosh notebook computers manufactured by Apple Inc. from early 2006 to late 2011. It replaced the iBook series and 12-inch PowerBook

series of notebooks as a part of the Apple–Intel transition from PowerPC. Positioned as the low end of the MacBook family, the Apple MacBook was aimed at the consumer and education markets. It was the best-selling Macintosh in history. And according to the sales-research organization NPD Group, in October 2008, the mid-range model of the MacBook was the single best-selling laptop of any brand in US retail stores for the preceding five months.

## Task 2

- Ask the students to answer the questions without referring back to Reading A.
- Check the answers and ask the students to locate the supporting information in the text.

## Activity 1

- Pair up the students. Let them decide between Speaker A for the watch specialist and Speaker B for the author.
- Ask Speaker A to read through Reading A and note down the watch specialist's problems. Encourage Speaker B to explore the keys to the problems.
- Ask the students to role-play a conversation between the watch specialist and the author demonstrating good after-sales service.

## Activity 2

- Ask the students to interview the staff in Apple Store about after-sales services and then prepare a speech entitled TIPS ON SUPER AFTER-SALES SERVICES. Encourage the students to deliver the speech in front of the class.

## Focusing on Grammar

- 宾语从句的时态

### More Grammar Examples

I don't know if he arrived yesterday.  
She said that she was working on the Internet.  
He didn't know what they had come here for.  
Jim told me he would spend his holidays in the south.  
Our teacher told us that light travels much faster than sound.

- Neither 用法浅述

### More Examples

We saw our manager neither in the office nor in the street. We saw him in the apartment.  
The ground must be just right—neither too wet nor too dry.  
Neither he nor I am a businessman.

He neither saw a film nor watched TV yesterday.

Neither park is beautiful.

Neither of the cars is mine.

## Reading B (泛读课文)

- Ask the students to list what should be included in a formal letter and tell what differences may exist between the formal letter and complaint letter?
- Letters of complaint usually include the following items:
  - A. Background
  - B. Problem—cause and effect
  - C. Solution suggestions
  - D. Warning (optional)
  - E. Closing
  - F. Signature

### Background information

#### Consumer Protection Agency

The Consumer Protection Agency is a subdivision of the Federal Trade Commission that was formed with the purpose of protecting consumers from deceptive, unfair, or fraudulent business practices. If you have complaints against a company, and you've tried using the Consumer Protection Agency, you're not alone!

Consumer Protection Agency with the authority and accountability to supervise, examines, and enforces consumer financial protection laws. Financial transactions falling under the agency's jurisdiction would include mortgages, credit cards, student loans, auto loans, payday loans, and more. The Consumer Protection Agency would work in these areas to ban deceptive practices, ensure the safety and fairness of new consumer financial products that come on to the market and, generally, to promote transparency, simplicity, fairness, accountability, and access.

### Activity 3

- Pair up the students, ask them to find more expressions of openings and endings of complaint, e-mails or letters, and then ask them to exchange their findings.
- Invite some pairs to present their results.
- Correct and comment on their work.

### Activity 4

- Divide the students into groups of 5 or 6. Each group should hold a meeting and discuss the

solutions to the customer's complaint in Text B.

- Ask one or two groups to share their solutions with the whole class.

## Listening (听力练习)

### Task 1

- Make the students have a discussion on the disadvantage of using the faulty cosmetics.
- Ask the students to answer the question What would you do if the cosmetics you use made your face tingle and peel.
- Explain the new words tingle and peel to the students if necessary.
- Let the students listen to the conversation and tell its main idea.
- Let the students listen to the conversation again and correct the false statements.
- Check the answers with explanation.

### Task 2

- Ask the students to predict what will happen in the second part of the conversation after reading the "Note Pad" with some blanks.
- Let the students predict the possible answers according to the first part of the conversation before listening.

### Task 3

- Ask the students to answer the question "How shall we deal with complaint calls?"
- Let the students read the questions and try to answer the questions before listening.

## Activity 5

- Divide the students into group of 5 or 6.
- Encourage them to share their stories and feelings on making complaint telephones.
- Ask each group to find out more tips on answering complaint calls.
- Ask some groups to share their opinions with the classmates by role playing their conversations or plays.

## Communication Project (商务沟通)

- Divide the students into groups of 5 or 6. Each group should choose one of the following products as their topic.
- Ask each group to design questionnaires and make a survey on what customers of each product or service expect from the product/service providers.
- Ask each group to collect and describe the features of its products and aftersales services needed.
- Each group chooses one representative to make a report under the name
- Providing Excellent After-Sales Services to Customers.

## Writing (商务写作)

### Task 1

- Ask the students to answer the questions: Do you believe that showing the empathy together with an apology should be included in a response letter/e-mail to a customer complaint? Why or why not?"
- Make the students work out more expressions for the openings and endings of response letter/e-mail to a customer complaint.

## Moral Reflections (思政教学)

### Moral and Ideological Education Process

#### 1. Case Analysis:

Discuss Apple's warranty controversy, emphasizing legal obligations versus corporate profitability. 引导学生思考企业利润与消费者权益之间的伦理平衡。

- Question: "Is it ethical for companies to prioritize profit over legal compliance?"

#### 2. Role-Play Debate: Simulate a panel discussion between a company manager, consumer advocate, and legal expert on service fairness.

#### 3. Reflection Assignment: Write a short essay titled "The Role of Ethics in Customer Service" exploring how businesses can build trust while maintaining profitability.

#### 4. Class Discussion: Introduce China's Consumer Rights Protection Law (e.g., Article 24 on warranties) and debate its significance in promoting social justice.

This integration ensures that students not only acquire professional skills but also develop a moral framework for responsible business practices.

## **Assignment**

1. Write a formal letter to a company addressing a product defect, incorporating empathy and actionable solutions.
2. Prepare a group presentation on "Providing Excellent After-Sales Services," summarizing survey findings and policy recommendations.

# Unit 7 Recruitment

## 一、教学目的和要求

### 1. 教学目标

- Students will understand the general recruitment process and common recruitment methods.
- Students will analyze internal vs. external recruitment strategies, evaluate their advantages and disadvantages, and apply them to real-world scenarios.
- Students will master the structure and language of job advertisements and resumes, and practice writing professional documents.
- Students will develop skills for preparing for and participating in job interviews (phone, group, panel) through simulations and role-plays.

### 2. 课程思政育人目标

- Legal Awareness: Comprehend the importance of complying with employment laws (e.g., China's Labor Law, anti-discrimination regulations) in recruitment practices.
- Ethical Responsibility: Reflect on the fairness and transparency of recruitment processes, emphasizing equal opportunities for all candidates.

## 二、教学重点与难点

- Key Concepts: Recruitment methods (internal/external), job advertisement structure, resume components, and interview techniques.
- Core Skills: Critical analysis of recruitment strategies, written communication (advertisements/resumes), and verbal communication (interview role-plays).
- Conceptual: Grasping the legal and ethical implications of recruitment (e.g., anti-discrimination laws, fair hiring practices).
- Practical: Applying theoretical knowledge to design effective job advertisements and resumes that align with specific job requirements.
- Cultural: Understanding global vs. local recruitment norms (e.g., differences in interview etiquette or resume formats).

## 三、教学方法

- Case-Based Learning: Analyzing Apple's recruitment strategies and comparing internal/external hiring through debates.
- Role-Playing: Simulating interviews (phone/group/panel) and practicing responses to common interview questions.
- Group Discussions: Evaluating recruitment methods, designing job advertisements, and categorizing resumes.

- Multimedia Integration: Using videos and audio recordings to expose students to real-world hiring processes.
- Project-Based Learning: Creating resumes and job advertisements, then voting for the "Best Advertisement."

#### 四、教学学时

6 hours

#### 五、教学内容（或教学过程）

## Lead-in (主题导入)

### Task 1

- Show a video of a typical one-to-one job interview in class.
- Draw students' attention to the behaviors of the interviewer and the interviewee. Note down the way they dress up, speak, communicate and what they say in the video.
- Compare the notes and check the answers in pairs. Encourage the students to use different expressions of agreeing and disagreeing.
- Choose some students to explain some words such as overdress, over accessorize and relaxed climate.
- Invite two students to draw a summary on tips for a good interviewer/interviewee respectively

### Task 2

- This task focuses on the evaluation approaches when recruiting staff.
- Work in groups. Discuss the functions of different methods of recruiting people.
- Encourage the students to think about other methods to evaluate whether or not candidates actually possess the competencies required for a specific position, such as secretary, engineer, IT manager, CFO etc.
- Groups share and compare their outputs.

#### Background Information

Various kinds of evaluation approaches can be used for selecting employees. The type of method that is ultimately used will depend on a number of factors, including the budget, the complexity and difficulty of the job, the size and quality of the applicants, and of course the knowledge, skills, abilities, and other characteristics required by the job.

**Job sample performance test:** A job sample performance test requires the applicant actually do a sample of the work that job involves in a controlled situation. For example, programming test for computer programmer. It is job specific. Over a large number of selection situations, job sample tests

have demonstrated some of the highest validities of all section tests.

**Cognitive ability test:** The test includes three dimensions: verbal comprehension, quantitative ability and reasoning ability. Verbal comprehension refers to a person's capacity to understand and use written and spoken language. Quantitative ability concerns the speed and accuracy with which one can solve arithmetic problems of all kinds. Reasoning ability, a broader concept, refers to a person's capacity to invent solutions to many diverse problems.

**Personality inventories:** While ability test attempts to categorize individuals relative to what they can do, personality measures tend to categorize individuals by what they are like. An optimistic picture of the value of personality inventories comes from efforts to specially construct a measure for a particular job. When personality tests are constructed to measure work-related characteristics such as achievement and dependability, they can show good validities.

## Reading A (精读课文)

- Write the words internal and external on board. Ask the students to guess the meanings of them. Draw their attention to the different prefix of these two words. Sample sentences may be given for better understanding.
- Ask the students to explain the meanings of internal recruitment and external recruitment.
- Pair up the students and discuss the possibility of adopting the two methods respectively.
- Students may justify their answers after reading the text.

## Understanding the Text

- Pre-teach the words in the task which might be difficult for the students.
- Ask the students to read the chart first, so that they can have a rough idea about the structure of the text.
- Set the students a time limit to read the text and finish the tasks individually.
- Check the answers and ask the students to locate the supporting information in the text to prove their answers.

## Activity 1

- Pre-teach the word replacement in class.
- Divide the class into groups of 4 or 5.
- Ask the students to discuss the advantages and disadvantages of internal and external recruitment based on the information in Reading A.
- Divide the class into two large groups and have a debate on To recruit a replacement internally or externally? Different option should be supported by stand point of views and details.
- Make comments on students' opinions and their performance in the debate. Different choice of recruitment with sufficient explanations should be appreciated.

### Additional Materials

The role of recruitment is to build a supply of potential new hires that the organization can draw on if the need arises. All companies have to make decisions in three areas of recruiting: (1) Personnel policies, which affect the kinds of jobs the company has to offer; (2) Recruitment sources used to solicit applicants, which affect the kinds of people who apply; and (3) The characteristics and behaviors of the recruiter. In addition, the following problems should be taken into consideration: (1) How much time is available before vacancy has to be filled? (2) How much money should be/can be spent? (3) What is most effective means of attracting applicants, e.g. unlikely to advertise nationally for a very junior post? (4) What is the state of the labor market? e.g. When there is high unemployment, a smaller and less costly campaign may be sufficient.

## Activity 2

- Pair up the students and let them discuss the importance of these factors by using appropriate expressions.
- Write the most important “important” and the least important on board, ask the students to put the factors under three headings. Different opinions and argument may occur.
- Invite two or three students to report the results and give explanations.
- Draw a conclusion of the activity.

## Focusing on Grammar

### ● 副词的几点用法

Used as adverbs	Used as adjectives
Come back soon.	the back door
They work hard.	The work is hard.
Turn right here.	the right answer
She went straight home.	a straight line
She led us wrong.	This is the wrong way.

### ● 介词+which 引导定语从句时的使用

#### More Examples

The city in which she lives is far away from here.

I never forget the day on which we met.

This is the new iPad on which I spent 4,000 yuan.

Gun control is a subject about which Americans have argued for a long time.

Wind power is an ancient source of energy to which we may return in the near future.

#### Further Explanation

不定式短语作名词短语的修饰语 (modifiers, 即定语), 通常放在它所修饰的名词短语之后, 也就是说, 它通常充当名词短语的后置修饰语 (post-modifiers)。如: What they need most now is a house to live in. 有时为了避免句子以介词结尾, 可把介词前移, 使之紧跟被修饰的名词短语。这时, 介词后必须用一个关系代词, 如 which, whom 等。如: What they need most now is a house in which to live.

## Reading B (泛读课文)

### Task 1

- Prepare some samples of job advertisement and show them in class on PPT.
- Ask the students to read the job advertisements roughly by focusing on the outline of them.
- Let the students work in pairs and write down the possible headings in a job advertisement.
- Elicit ideas from the whole class or ask different pairs to report back.

### Task 2

- Ask the students to figure out the structure of the job advertisement in Reading B. How many parts are there? And what is the topic for each part?
- Let the students read the text in details part by part and finish task 2.
- Check the answers in pairs or ask six students to answer the questions one by one.
- Encourage the students to summarize the information in the text orally and then finish task 3.

### Activity 3

- Ask the students to prepare more abbreviations in job advertisements before class.
- Divide the students into groups of 4 or 5 and encourage each group to find out the full names of the abbreviations in the chart.
- Check the answers with the whole class.
- Invite some students to share their previous findings so that all students can learn more abbreviations.

### Background information

#### **Consumer Protection Agency**

The Consumer Protection Agency is a subdivision of the Federal Trade Commission that was formed with the purpose of protecting consumers from deceptive, unfair, or fraudulent business practices. If you have complaints against a company, and you've tried using the Consumer Protection Agency, you're not alone!

Consumer Protection Agency with the authority and accountability to supervise, examines, and enforces consumer financial protection laws. Financial transactions falling under the agency's jurisdiction would include mortgages, credit cards, student loans, auto loans, payday loans, and more. The Consumer Protection Agency would work in these areas to ban deceptive practices, ensure the safety and fairness of new consumer financial products that come on to the market and, generally, to promote transparency, simplicity, fairness, accountability, and access.

### Activity 3

- Pair up the students, ask them to find more expressions of openings and endings of complaint, e-mails or letters, and then ask them to exchange their findings.
- Invite some pairs to present their results.
- Correct and comment on their work.

#### Additional Materials

agcy	agency	经销商	bkgd	background	背景
m—f	Monday—Friday	周一到周五	sr.	senior	高级
perm	permanent	永久性的	div	division	分工, 部门
exp	experience	经验	sal	salary	工资
hdqtrs	headquarters	总部	yr(s)	year(s)	年

### Activity 4

- Divide the class into groups of 4 students. Each group should draw a chart to make comparison between two applicants in terms of their educational background, experience, language skills, etc.
- Ask several groups to report the outcome of their discussion by giving a short presentation.

#### Additional Materials

Students may also hold discussion in terms of their age, gender, computer skills and interest.

Finally, we can sort resumes into three groups: those you definitely want to interview; those that are possibilities; and those that don't meet your minimum requirements.

# Listening (听力练习)

## Task 1

- Start this task by asking the students what they know about headhunting or headhunters which have been introduced in Reading A. This pre-listening exercise helps the students predict the information they will hear.
- Play the recording twice and ask the students to write down the key words they hear from the recording without looking at the exercises in the textbook.
- Ask the students to compare the notes and then try to figure out the structure of the conversation in pairs.
- Let the students to fill in the missing information of the flow chart by referring to their notes.
- Check the answers with the class. Ask the students to describe the procedure of headhunting service by using appropriate linking words.

## Task 2

- Introduce this task by asking the students what interviewees should prepare before an interview. They may have a discussion in pairs.
- Read the five questions in the textbook before listening so that the listening activity will be more focused.
- Encourage the students to take notes while they listen by focusing on the answers given by the interviewee in the recording.
- Let the students fill in the blanks individually or in pairs.
- Ask the students to try to work out one possible question the interviewer may also ask in the interview in pairs and share each question in class. Make comments on the questions suggested by the students.
- Ask students to role-play the job interview and invite a pair to act out the interview in class.

## Task 3

- Start the exercise by introducing three types of interviews: phone interviews, group interviews and panel interviews. Show the pictures of these three different types interviews so that the students can get some vivid ideas of them.
- Take this task as a dictation exercise, encourage the students to write down every exact word they hear from the recording.
- Check the answers by asking three or more students to read their answers in full sentences.
- Encourage students to summarize the features and functions of each type of interview orally based on the information in the recording.

## Additional Materials

How to ensure that the best candidate for a post is selected in an interview?

Preparing the interview:

1. Read the application forms or CVs to identify areas which need further clarification.
2. Plan the questions. Take time to develop meaningful questions that are clear and direct.

Conducting the interview:

1. Give some background information about the organization and the job.
2. Structure the questions to cover all the relevant areas, and don't ask too many closed questions. For example, ask for specific examples of past performance.
3. Every candidate should be offered the same opportunities to give the best presentation of themselves.
4. Listen, and make brief notes.
5. Have a time frame, and get ready for the candidate questions.

After the interview:

1. Make assessments of the candidates.
2. Inform all the candidates of the outcome as soon as possible.

## Communication Project (商务沟通)

- Divide the students into groups. Ask the students to exchange ideas within the group about the duties of a secretary under different headings.
- Encourage the students to write down the duties in full sentences. Define the qualifications required for the post. Heat discussion will be appreciated.
- Draft a job advertisement and demonstrate it in class. Students can design the advertisement in different layout, and try to make it eye-catching and easy to read.
- Organize a Vote of Best Advertisement for the best advertisement of the class. Invite comments on the job advertisements in terms of layout, content, design and language.

## Writing (商务写作)

- This task offers the students an opportunity to study the layout of a resume and to practice writing a resume.
- Show more samples of resumes and try to figure out the layout and common elements involved in a resume.
- Read one or two resumes in details by focusing on the expressions in them.
- Let the students work in pairs about the information included in a resume.
- Elicit answers from the whole class and make further explanation if students come up with different opinions.
- Ask the students to write the resume individually or in pairs.
- Share their writings in class.

### Additional Materials

Write your resume in plain language

1. Keep your average sentence between 13—18 words.
2. Use active verbs. Begin sentences with strong, action verbs. This will present you as active, as someone who can think, take responsibility and get things done.
3. Keep the word choice simple. Use simple, concrete words that say something.
4. Keep it specific. Don't write Responsible for the management of sales staff...as this is too general. Write Ran a team of eight sales staff and delivered a 15 percent growth in sales within the first 8 months.”

## Moral Reflections (思政教学)

### Moral and Ideological Education Process

1. **Case Analysis:** Discuss the ethical dilemma in Apple's recruitment strategies (e.g., prioritizing internal hires over external candidates) and debate the balance between business efficiency and social equity.
  1. *Question: "Should companies prioritize hiring internally to save costs, even if it limits diversity?"*
2. **Role-Play Debate:** Simulate a panel discussion on "Ethical Recruitment Practices," with roles representing HR managers, legal experts, and job seekers.
3. **Resume Workshop:** Analyze examples of resumes with misleading information (e.g., inflated skills) and discuss the consequences of dishonesty in professional settings.
4. **Group Reflection:** Write a short essay titled *"The Role of Ethics in Modern Recruitment"* exploring how fairness and transparency build trust between employers and employees.
5. **Class Discussion:** Introduce China's Employment Promotion Law and emphasize the legal obligations of employers to avoid discriminatory practices in advertising and hiring.

This integration ensures students develop both professional competencies and a strong moral compass for ethical decision-making in the workplace.

### Assignment

1. Write a job advertisement for a specific position (e.g., IT manager), including required qualifications, responsibilities, and application instructions.
2. Draft a resume tailored to the same position, highlighting relevant skills, experiences, and achievements.
3. Prepare a 5-minute mock interview presentation for a hypothetical job opportunity.

# Unit8 Finance

## 一、教学目的和要求

### 1. 教学目标

- Students will understand common financial activities (e.g., bookkeeping, reimbursement procedures) and roles in the finance field.
- Students will analyze and interpret basic financial statements (balance sheet, cash flow statement) and grasp the daily tasks of a bookkeeper.
- Students will learn to write professional reply letters in a business context, focusing on clarity and correctness.
- Students will explore the importance of finance in business decision-making and communication, with an emphasis on ethical practices and social responsibility.

### 2. 课程思政育人目标

- Ethical Awareness: Recognize the importance of integrity in financial practices (e.g., accurate bookkeeping, honest reporting).

## 二、教学重点与难点

- Key Concepts: Financial terminology (fixed costs, taxes, budgets), roles in finance (bookkeeper, accountant), and core documents (balance sheet, cash flow statement).
- Core Skills: Critical analysis of financial data, practical application of bookkeeping skills, and effective business communication through writing and role-plays.
- Conceptual: Mastering complex financial concepts (e.g., retained earnings, depreciation) and their real-world applications.
- Practical: Translating theoretical knowledge into practical tasks (e.g., completing a balance sheet or drafting a reimbursement letter).
- Cultural: Understanding the ethical and legal implications of financial decisions in a Chinese business context (e.g., compliance with tax laws, anti-corruption policies).

## 三、教学方法

- Case-Based Learning: Analyzing the daily tasks of a bookkeeper and simulating reimbursement procedures.
- Role-Playing: Practicing communication in financial scenarios (e.g., writing e-mails, discussing budgets).
- Group Discussions: Exploring the social responsibility of businesses through topics like 普惠金融 (inclusive finance) and 绿色金融 (green finance).
- Multimedia Integration: Using videos and charts to visualize financial processes and statements.
- Project-Based Learning: Designing a hypothetical business budget or financial report.

## 四、教学学时

6 hours

## 五、教学内容（或教学过程）

### Lead-in (主题导入)

#### Task 1

- Ask the students to conduct preliminary research on the topics showing up in this unit: the importance of finance and various ways of communication in the finance field.
- Ask the students who have done the preparation to share their findings with the rest of the class.
- Show the students a video that shows the role finance plays in today's business world. Or draw the students' attention by introducing some of the latest news in the field of finance.
- Pick up a few items, such as shares, and invoices and explain their relevance to our life.

### Reading A (精读课文)

#### Task 1

- Describe a setting for the students, such as working as a bookkeeper in the finance department.
- Ask the students to identify different job tasks undertaken by this role.
- Explain to the whole class and switch to different roles if time allows.

#### Background Information

**The Role of Finance in the Business World:** Finance is the lifeblood and nerve center of a business, just as circulation of blood is essential in the human body for maintaining life; finance is very essential to the smooth running of business. It has been rightly termed as universal lubricant that keeps the enterprise dynamic. No business, whether big, medium or small can be started without an adequate amount of finance. Right from the very beginning, i.e. conceiving an idea to business, finance is needed to promote or establish the business, acquire fixed assets, make investigations such as market surveys, etc., develop product, keep men and machine at work, encourage management to make progress and create values.

#### Task 2

- Provide an example for the students or a structured way of giving descriptions of the most typical response.
- Divide the students into groups and ask them to work together.
- Ask some of the students to present the results of their discussions in front of the whole class.

## Task 3

- Ask the students to complete the passage with pre-taught exam skills, such as anticipation, prediction based on the relevant information, etc.
- Ask other students to read the text out loud and check the answers given by the previous students.

## Activity 1

- Tell the students some basic concepts about economic activities in daily life such as different types of costs, budget and the basic steps to perform bookkeeping.
- Ask the students to predict their income after they graduate and the possible way to allocate the income to various monthly expenses.
- Divide the students into groups and ask them to share with their partner possible ways to spend and save wisely.
- Encourage the students to keep their own financial record with the ways talked about before.

### Teaching Materials

Different types of cost:

**Fixed cost:** the cost spent on fixed assets such as land, machines and factories. These expenses can be depreciated by the averaged-year-cost method, which is the most typical depreciation formula used in the accounting field. **Variable cost:** the expenses incurred on running bills, such as electricity, water, or itemized cost of raw material.

**Tax:** there are different types of tax in the western world depending on what types of goods are being sold. One of the most common ones is GST, which is applied to the transactions of daily commodities, such as towels, soaps, fast food packages, etc.

**Budget:** this is a term that refers to the financial plan made by the finance officer or the manager of the finance department. In other words, it is the planned level of expenditure the company predicts for its future cost.

## Focusing on Grammar

- **not only...but also**

### More Examples

Not only shall students follow their teachers' instructions, but also they need to use their personal imagination in finishing this assignment.

Not only I but also you are going to attend the party.

Not only will any discrepancy be closely monitored, but also the finance department will conduct detailed audit on all the financial accounts.

Not only does this shirt look suitable on you, but also the pants will fit in your image in a natural way.

Not only will you pass the English test, but also you can gain knowledge and experience from the training.

- **as...as possible**

#### **More Examples**

To meet the strict deadline for this assignment, we need to speed up our progress as much as possible.

He was driving the ship as fast as possible so that he can save all the sailors that worked with him.

They all tried to avoid this stranger as much as possible as they have no idea who he was.

The questions in this test need to be finished as quickly as possible in order to meet the strict time limit.

When you choose mobile phones for the senior, you need to pick one that has a screen which can display words as large as possible.

## Activity 2

- Divide the class into groups of 4 or 5. Each group is responsible for one particular role.
- Ask the students to research in groups by searching online, and try to find out what the roles work is like.
- Encourage each group to put together a report to present what they got with the reference of the information mentioned in the chart.
- Let each group make an introduction in class. PPT or handouts are preferred for the introduction.

## Reading B (泛读课文)

- Show pictures or videos to the students to illustrate the increasing popularity of business trips as an essential part of a business career.
- Ask the students to imagine how good communication can be achieved when a supervisor is away from the office and try to assign work to his or her subordinates. Encourage them to find out more effective ways to communicate.
- Divide the students into groups and ask them to share experience in writing e-mails, and then figure out what an e-mail should include so as to achieve better communication.
- Invite some students to present their thoughts to the rest of the class.

### Background information

E-mail has been increasingly used as a major way in modern business communication. Its application has achieved better efficiency and accuracy than the traditional information exchange tools. With the availability of internet to every corner around the country and the world, it can be expected that the popularity of this fashionable advice will rise in its importance and acceptability.

## Activity 4

### Additional Materials

More information about these sheets: (Explanations taken from Wikipedia)

A standard company balance sheet has three parts: assets, liabilities and ownership equity. The main categories of assets are usually listed first, and typically in order of liquidity. Assets are followed by the liabilities. The difference between the assets and the liabilities is known as equity or the net assets or the net worth or capital of the company and according to the accounting equation, net worth must equal assets minus liabilities.

A fixed asset register (FAR) (also referred to as asset register) is an accounting method used for major resources of a business (or the fixed assets). Fixed assets are those such as land, machines, office equipment, buildings, patents, trademarks, copyrights, etc. held for the purpose of production of goods or rendering of services and are not held for the purpose of sale in the ordinary course of business.

A statement of retained earnings (and similarly an equity statement, statement of owner s equity for a single proprietorship, statement of partners; equity for a partnership, statement of financial position, and statement of retained earnings and stockholders' equity for a corporation) is a basic financial statement. The statement explains the changes in a company s retained earnings over the reporting period. They break down changes in the owners' interest in the organization, and in the application of retained profit or surplus from one accounting period to the next. Line items typically include profits or losses from operations, dividends paid, issue or redemption of stock, and any other items charged or credited to retained earnings.

In financial accounting, a cash flow statement, also known as statement of cash flows, is a financial statement that shows how changes in balance sheet accounts and income affect cash and cash equivalents, and breaks the analysis down to operating, investing, and financing activities. Essentially, the cash flow statement is concerned with the flow of cash in and out of the business. The statement captures both the current operating results and the accompanying changes in the balance sheet. As an analytical tool, the statement of cash flows is useful in determining the short-term viability of a company, particularly its ability to pay bills.

## Listening (听力练习)

### Task 1

- Recall what has been covered in Reading B and ask the students to anticipate the possible problems Steven may have in communication.
- Ask the students to make prediction about the information in recording based on the information given in the question.
- Teach the students some expressions in the script that might cause difficulty in understanding.
- Let the students listen to the recording once and try to make the choice.
- Check the answers with the whole class.

### Task 2

- Allow the students some time to read the questions and ask them to recall any previous experience in dealing with banks on accounts.
- Ask the students to think about the possible differences between opening a business account and a personal account.
- Pre-teach electronic transfers, balance, to avoid any comprehension problems.
- Play the recording twice for the students to get enough information to decide on the answer. They can discuss and finalize their answers in pairs.
- Check the answers with the whole class.
- Divide the students into several groups. Ask them to rehearsal the dialogue and invite them to the platform to make performance.

### Task 3

- Review Reading A and ask the students to consider the daily tasks the bookkeeper takes.
- Pre-teach any vocabulary which you think might cause difficulty in understanding.
- Play the recording twice and let the students fill in the blanks.
- Check one or two students to read the whole passage with what they got from the listening, and

then check the answers.

## Communication Project (商务沟通)

- Pair up the students.
- Ask them to explain the meaning of each step and then exchange roles with each other.
- Invite two or three groups to role-play in front of the whole class.
- Invite comments on the performance.
- Ask each group to make an introduction of the brief procedure flow.

### Additional Materials

When providing guidance or instruction, the following sentence patterns can be used:

- If you want to ... , you can
- You would need to ...
- When/After you ... , you may ...
- You should/ought to/want to ...

Common expressions to indicate the transition of time:

first(ly), initially, second(ly), to begin with, then, next, earlier/later, after this/that, afterwards, in

## Writing (商务写作)

### Additional Materials

The extensive use of e-mail, standing for electronic mail, shows the importance of this communication medium. Originally, it was a means of transmitting messages through the computer network within organizations, but now it links people and businesses all over the world. E-mail is most effective when you deliver simple messages.

Netiquette for Business E-mails

1. The level of formality of e-mail messages depends on the purpose and audience. Use correct spelling and grammar even when you write an internal message.
2. Use abbreviations only when you know your readers will understand them. For example, people may not understand what FYI (referring to for your information), or IOW (referring to in other words) means.
3. After people send e-mail messages, they expect responses. Check your e-mail messages regularly and respond promptly if necessary.

- Ask the students to read the task and work out exactly what they are required to do.
- Work out the layout of an e-mail: Who is the e-mail to?  
Who is the e-mail from?  
What is the subject of the e-mail?  
What is the date?
- Let the students work in pairs to identify relevant information and group information according

to themes.

- Ask them to write an e-mail individually. Circulate and monitor, noting any interesting or important errors to work on later.
- Check the e-mail in pairs by referring to the check list.

## Moral Reflections (补充教学资源)

### Unit Overview

一分钱，一分货。

*With only a penny you can't buy much.*

**In all business settings finance is important, because it allows us to plan for the future by enabling informed decisions to be made about how to allocate resources, where to spend, and where to save.**

**Q1: Can you think of any Chinese sayings or proverbs relating to finance?**

**Q2: Do you know any financial tools?**

### Moral Reflections

#### Chinese Economic Keywords

普惠金融

*inclusive finance*

*To encourage financial institutions to better serve micro and small businesses, the State Council's executive meeting decided to raise the weight of inclusive finance to no less than 10 percent in the integrated performance evaluation of the branches and subsidiaries of financial institutions in the banking sector; to incentivize more lending to micro and small firms.*

1. 绿色金融

*green finance*

2. 金融服务网络

*financial service networks*

3. 多元化融资体系

*diverse financing system*

#### Discussion

(见课件内素材)

**Watch the video and discuss the following questions.**

**Q1: What are “Four New Great Internet Inventions” in China according to this video?**

**Q2: When can people use mobile payment?**

## Assignment

1. Write a formal reply letter to a colleague requesting clarification Write a formal reply letter to a colleague requesting clarification on a reimbursement procedure.
2. Create a simplified balance sheet for a small business based on provided data.
3. Research and present a case study on how a Chinese company implements inclusive finance policies.