课程教学进度计划表

一、基本信息

课程名称	Oral English（1）				
课程代码	0020091	课程序号	2185	课程学分/学时	2/32
授课教师	Isaac Adjei Tetteh	教师工号	24154	专/兼职	兼职
上课班级	商英 24-1	班级人数	26	上课教室	四教 103
答疑安排	Mon 8：30-10：00				
课程号/课程网站	https://www.gench.edu.cn/8123/list.htm				
选用教材	Oral English Business Communication				
参考教材与资料	Teacher's own materials				

二、课程教学进度安排

课次	课时	教学内容	教学方式	作业
1	2	Business Travel and Reception/ Introduce new vocabulary related to the topic	Speaking/ discussion	Prepare for next week's task
2	2	Welcome Speech	Discuss the content and details of speech writing, demonstration	Preparation of short speech by each student.
3	2	Banquet Arrangement	Banquet planning, discussion and demonstration	Prepare for role play
4	2	Business Marketing	Conceptualizing a business and marketing strategies	Preparing business plan and

				how to sell it
5	2	E-Commerce	Understanding the role of the internet and computer networks in modern day businesses	How to make your own product sell on the internet.
6	2	Seeking Customers	Discussion and role play	Prepare for next week's task
7	2	Introducing Enterprise	Small group role play about their very own business set-up	Propose strategy to launch own business
8	2	Business Negotiation	Discussion and Role play	Prepare for next week's task
9	2	Business Contact	Business Contact Design in class	New ideas for developing and sharing business contact
10	2	Performance of a contract	Discussion and role play	Prepare for next week's assignment
11	2	International Business Advertisement	Speaking/ Discussion	Prepare for role play
12	2	Public Relations and Etiquettes	Discussion and demonstration	Prepare for role play the following week

13	2	Investment and Merger	Role play, dialogue	Watch video
14	2	Business Strategy and Planning	Writing, and speaking	Practice business negotiation skills
15	2	Wrap-up	Writing, and speaking	Review
16	2	Final Exam	Speaking	

三、考核方式

总评构成	占比	考核方式
X1	15%	Personal Presentation
X2	25%	Group Debates
X3	15%	Course Credit Participation
X4	55%	Performance and Oral Test

任课教师：Isaac A. Tetteh   系主任审核：臧武洁 日期： 9/9/24