#### 第一单元教学设计

教学单元	Project One			学时	2		
   名称:	An introduction to interc	ultural communica	ation				
教学单元	能力目标:						
	1. Define culture, commu	unication and inter	cultural communic	ation			
目标	2. Describe the character	ristics of culture					
	3. Identify the factors aff	ecting intercultura	l communication				
	知识目标:						
	1.To get acquainted with	some basic concep	pts concerning cult	ure and i	ntercultural		
	Communication						
	2. To understand a variet	y of definitions in	culture and commu	unication			
	素质目标:						
	1. Have Inquiry spirit, to	eamwork spirit;					
	2. Establishing the awar	reness of intercultu	ural communication	1;			
训练项目	训练项目名称	训练任务	拟实现的能目标	训练	方式手段		
编号			和素质目标	,	及步骤		
1	Understanding what is	Search for	Can describe the	e Self-s	tudy ,group		
	culture	definitions and	characteristics o	f discu	ssion and		
		summarize the		sumn	nary		
		characteristics	culture				
		of culture		- 16			
2	Understanding what is	Summarize the	Can identify what		tudy and		
	Intercultural	definition	is Intercultural	sumn	narize		
3	communication	C	communication	A alv C	s to cite		
3	Understanding problems in	Summarize barriers to IC	Can identify barriers to IC				
	Intercultural	barriers to ic	barriers to ic	301116	examples		
	communication						
学生知识	Have basic English ability	reading and speal	ı king.				
与能力准							
备							
教学材料	Textbook, ppt, pictures, v	videos, cases,exerc	ises,Network Cour	se, mate	rials on line		
(设备)							
准备							

步骤	教学内容 (项目内容)	学生活动	主要教学手段和 方法	时间分 配(分 钟)	
1	Warm-up Ex.	Answer questions	Task-driven, Qs;	10	
2	Introduction to culture and intercultural communication	Group discussion, presentation, summary	Task-driven, Project Teaching	30	
3	Case analysis; Exercise	Group discussion, presentation	case analysis method, video	20	
4	Classroom test	Taking test	test	15	
5	Conclusion	Reflection	summary	5	

### 第二单元教学设计

教学单	Project Two Global Cult	ures 1		学时	2
元名称:	Eu				
教学单	能力目标:				
   元目标	1. Describe cultural chai	racteristics of some Eu	ropean countries		
	2. Can identify the custo	oms and social practice	e of different counti	ies	
	知识目标:				
	1.To get acquainted with	_	_	•	
	2. Get to know some no	tices for communicati	on with people fror	n other c	ulture.
	素质目标:				
	3. Have Inquiry spirit,	•			
	_	vareness of intercultur	al communication;		
加佐雷	5. Having an internati		#N 수기교 Ab 4K 디 +	= 1 2014	太子子工机
训练项	训练项目名称	训练任务	拟实现的能目标 	الا   الله   الله	东方式手段
目编号			和素质目标		及步骤
1	Cultural background	Make a	Can identify the	Self	-study
	introduction	presentation of	customs and	,grc	oup
	(UK/Germany/France,	country	practices of	disc	cussion and
	etc.)	introduction	different countrie	s. pre	sentation
2	Conducting	Summarize the	Can identify the	gro	
	communication with	notices for	points for attentic	on disc	cussion and
	people from European	Communication	when conducting	sun	nmary
	countries		communication		
学生知	Have basic English abilit	y reading and speakin	g.		
识与能	Have ability in searching	for information on in	ternet and make E-	presentat	ion.
力准备	C		- Natural Carre		P
教学材料(设	Computer, ppt, pictures	, videos, cases,exercise	es,Network Course,	materiai	s on line
(4) (1) (4) (4) (4) (4) (4) (4)					
备					
步	教学内容(项目内	学生活动	主要教学手段和	1方法	时间分
骤	容)				配 (分
	H /				
1	Review	Answer questions	Qs raising a	nd	钟) 5
		•	answering	[	_
2	Project presentation	Presentation;	Task-driven, Pr	oject	25
3	Teacher's explanation	Evaluation Inquiring , Qs,	Teaching Lecture and expla	anation	25
	reaction 3 explanation	inquinis, Qs,	Lecture and expir		
					•

4	Classroom test	Taking test	test	15
5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

# 第三单元教学设计

教学单元	Project Two Global Co	ultures	2			学时	2
名称:	Coun	tries in	north Amer	ica (USA	()		
教学单元	能力目标:						•
   目标	1. Can describe cultur	al chara	acteristics o	f USA			
	2. Can identify the cus	stoms a	nd social pr	actice of I	JSA		
	知识目标:	94 Is			dedes sku	C A	
	1.To get acquainted w 2. Get to know some						or culturo
	素质目标:	iotices	TOT COMMINA	ilication w	itti people	110111 0111	er culture.
	<ol> <li>Have Inquiry spirit</li> <li>Establishing the av</li> </ol>		·	ultural con	amunication	· ·	
	3. Having an internal			iiturai con	iiiiuiiicatioi	١,	
训练项目	训练项目名称		练任务	拟实现	型的能目标 2000	训练	东方式手段
编号					<b>長</b> 质目标		及步骤
1	Cultural background	Make	an	Can ider		Self-s	
	introduction (USA)		uction	customs	•	,grou	•
	, ,	prese	ntation of	practice	s of USA.	-	ssion and
		USA				prese	entation
2	Conducting	Summ	narize the	Can ider	ntify the	grou	o discussion
	communication	notice			or attention	and s	summary
	with people from	Comm	nunication		nducting · ··		
学生知识	USA  Have basic English abi	lity roa	ding and co	commur	nication		
与 生 知 以 与 能 力 准							
备	Have ability in searchi	ng for i	nformation	on intern	et and make	e E-prese	ntation.
教学材料	ppt, pictures, videos,	cases,e	xercises,Net	work Cou	rse, materia	als on line	9
(设备)							
准备	教学内容(项目内)	<b></b>	兴井、	<b>注</b>	<b>十</b>	手机和	时间厶
步骤	教子內谷(项目內章 	谷)	学生	百列	主要教学   方況		时间分
					/ / / /	4	配(分
							钟)
1	Review		Answer qu	uestions	Qs raisi answe	_	5
2	Project presentation	on	Presentati	-	Task-dr	-	25
3	Teacher's explanati	on	Evalua Inquiring		Project Te Lecture		25
			4	J / ===/	explana		

4	Classroom test	Taking test	test	15
5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

#### 第四单元教学设计

教学单元	Project Two Global Co	ultures	3			学时	2			
   名称:	Countrie	es in	South An	nerica (	Mexico/					
	Brazil)	Brazil )								
教学单元	能力目标:									
	1. Describe cultural	charact	eristics of	Countries	in South	America	( Mexico/			
目标	Brazil)									
	2. Can identify the o	ustoms	and socia	l practice	of the Co	ountries	( Mexico/			
	Brazil)									
	知识目标:									
	1.To get acquainted w		_		_					
	2. Get to know some i 素质目标:	notices	for commu	nication w	ith people	from other	er cultures.			
	1. Have Inquiry spirit		·							
	2. Establishing the av			iltural con	nmunicatio	n;				
训练项目	3. Having an internat 训练项目名称		erspective 练任务	扣砂扣	 N的能目标	31114	京式手段			
	奶练块百石物 	Į II	<b>添江芳</b>			川坂	万八八十八			
编号					長质目标	_	及步骤			
1	Cultural background	Make	an	Can iden	•	Self-study				
	introduction		uction	customs		group, discussion and				
	(Mexico/ Brazil)		ntation of o/ Brazil	practices Brazil.	s of Mexico					
2	Conducting		narize the	Can iden	tify the		entation o discussion			
	communication	notice			or attention	1 ~ '	summary			
	with people from		nunication	•	nducting		,			
	Mexico/ Brazil			commun	-					
学生知识	Have basic English abi	lity rea	ding and sp	eaking.		•				
与能力准	Have ability in searchi	ng for i	nformation	on intern	et and make	e E-prese	ntation.			
备	,									
教学材料	ppt, pictures, videos,	cases,e	xercises,Net	work Cou	rse, materia	als on line	9			
(设备)										
准备 步骤	教学内容(项目内)	<u></u> 交)	学生	活动	主要教学	手段和	时间分			
<b>シ</b> 郊	XT114 (X11)	ц· /	十二:	1H 493	一 工安教子 方法					
					/ / /	- •	配(分			
							钟)			
1	Review		Answer qu	uestions	Qs raisi	_	5			
2	Project presentation	on	Presentati	on:	answe Task-dr		25			
	. reject presentati		Evalua	-	Project Te	· ·				

3	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	25
4	Classroom test	Taking test	test	15
5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

#### 第五单元教学设计

教学单元名	Project Two Global	Culturo	c /l			 学时	2		
教子毕儿石   称:	·		s 4 a (Japan/Tl	hailand/In	udia otc	- <del>}-</del> н.)	2		
教学单元目	能力目标:	5 III ASI	a (Japan) n	ilalialiu/il	iuia etc. /				
教子平九百 	1. Describe cultural of	charact	aristics of Is	nan/Thai	land/India				
标	2. Can identify the co			-		land/Ind	ia		
	知识目标:	43101113	ana sociai p	oractice o		iana, ma	<u> </u>		
		with cu	ltural hacko	round kno	nwledge of I	Mexico/ I	Brazil		
	<ul><li>1.To get acquainted with cultural background knowledge of Mexico/ Brazil</li><li>2. Get to know some notices for communication with people from other</li></ul>								
	cultures.	·							
	素质目标:								
	1. Have Inquiry spir	it, tean	nwork spirit	:					
	2. Establishing the		•		mmunicatio	on;			
	3. Having an intern								
训练项目编	训练项目名称	ill	练任务	拟实现	见的能目标	训练	东方式手段		
   号				和素	<b>長质目标</b>	,	及步骤		
1	Cultural	Make	an	Can ider	ntify the	Task-	based		
	background	introd	luction	customs	and appro		oach; group		
	introduction	prese	ntation of	practice	s of Mexico	discu /	ssion and		
	(Mexico/ Brazil)	Mexic	o/ Brazil	Brazil.		prese	entation		
2	Conducting	Sumn	narize the	Can ider	ntify the	group	discussion		
	communication	notice		l '	or attention	and s	ummary		
	with people from	Comn	nunication		nducting				
W 11 1 2 2 1	Asia			commur	nication				
学生知识与	Have basic English al	bility re	ading and s	peaking.					
能力准备	Have ability in searcl	hing for	· informatio	n on inter	net and mal	ke E-pres	entation.		
教学材料	ppt, pictures, videos	, cases,	exercises,N	etwork Co	ourse, mater	ials on li	ne		
(设备)准									
备			W (I	\I	\ <del></del> \	ru	1 ) 1)		
步骤	│ 教学内容(项目内 │	谷)	学生	店切	主要教学		时间分		
					方法	5	配(分		
							钟)		
1	Review		Answer qu	uestions	Qs raisir answe	_	5		
2	Project presentat	ion	Presentati Evalua	=	Task-dri Project Te	iven,	25		
3	Teacher's explanat	ion	Inquirin		Lecture		25		
		-	7	5 / - <del></del> /	explana		-		

4	Classroom test	Taking test	test	15
5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

### 第六单元教学设计

教学单元名	Project Two Global C	ultures 5		学时	2					
称:		Arab countries								
教学单元目	能力目标:									
   标	1. Describe characteris	stics of Arab culture								
1/4	2. Can identify the cus	toms and social prac	ctice of Arab cou	ntries						
	知识目标:									
	1.To get acquainted with cultural background knowledge of Arab countries									
	2. Get to know some notices for communication with people from other									
	cultures.	cultures.								
	素质目标:									
	1. Have Inquiry spirit	, teamwork spirit;								
	2. Establishing the av	vareness of intercult	ural communica	tion;						
	3. Having an internat	ional perspective								
训练项目编	训练项目名称	训练任务	拟实现的能目	训练	京式手段					
号			标	,	及步骤					
			和素质目标							
1	Cultural background	Make an	Can identify th	e Task-	based					
	introduction	introduction	customs and	appro	oach; group					
		presentation of	practices of	discu	ssion and					
		Arab countries	Arab countries	prese	entation					
2	Conducting	Summarize the	Can identify the	e group	discussion					
	communication with	notices for	points for		summary					
	people from Arab	Communication	attention wher	וי						
	countries		conducting							
W 41 4 2 3 1 1 1			communication	า						
学生知识与	Have basic English abi	lity reading and spea	iking.							
能力准备	Have ability in searchi	ng for information o	n internet and m	ake E-pre	esentation.					
教 学 材 料	ppt, pictures, videos, o	cases, exercises, Netw	ork Course, mat	erials on	line					
(设备)准										
备										
步骤	教学内容(项目内	学生活动	主要教学		时间分					
	容)		方法	去	配(分					
					钟)					
1	Review	Answer question		_	5					
2	Project precentation	Procentation	answe Task dr		25					
	Project presentation	Presentation; Evaluation	Task-dr Project Te		25					
	l .		1							

3	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	25
4	Classroom test	Taking test	test	15
5	Exercise,Case analysis	Group discussion, presentation	case analysis method video	l, 15
6	Conclusion	Reflection	summary	5

### 第七单元教学设计

教学单元	Project Three Dail	y Verbal	communication	1		学时	2
<b>名称:</b>							
教学单元	能力目标:				<u> </u>		
   目标	1.Can identify what is Verbal communication						
	2.Can make approp	oriate gr	eetings				
	3.Can address peo	ple appr	opriately				
	知识目标:						
	1.To know the defi	nition of	f Verbal commun	ication			
	2. To understand d	ifferent	communication	ways in	daily life		
	素质目标:						
	1. Have Inquiry sp	oirit, tea	mwork spirit;				
	2. Establishing the	e aware	ness of influence	of cult	ure on daily	commur	nication
训练项目	训练项目名称	-	训练任务	拟实	现的能目标	训练	方式手段
编号				和	素质目标		及步骤
1	What is Verbal	Summ	arize the	Can id	dentify what	Self-s	tudy;
	communication	definit	ion	is Ver	bal	sumn	narize
				comn	nunication		
2	Greeting	How to	o greet people	Can n	nake	Group	o work,
		appro	priately		priate	Scena	
			<u>.</u>	greeti		simul	
3	Addressing		o make		ddress	· ·	o work,
		appro		peopl		Scena	
25 At 7:11	Hava basis Fastish	addres			priately	simul	ation
学生知识 与能力准	Have basic English	ability r	eading and speai	King;			
备	Have ability in sear	ching fo	or information on	intern	et		
教学材料	Textbook, ppt, pict	ures, vio	deos, cases,exerc	ises,Ne	twork Cours	e, mater	ials on line
(设备)							
准备							
步骤	教学内容(项目内	内容)	学生活动	h	主要教学	手段和	时间分
					方法	Š	配(分
							钟)
1	Review		Answer quest	ions	Qs raisin	-	5
2	Warm un casa		Group discuss	rion	answer		5
2	Warm-up case		Group discuss		Task-drive		
3	Project presenta	tion	Presentation		Task-dri		25
			Evaluation	I	Project Tea	acning	

4	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	25
5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

#### 第八单元教学设计

教学单元	Project Three Dail	y Verbal	communication			学时	2
<b>名称:</b>	The influence o	of cultur	e on daily verbal	comm	unication		
教学单元	能力目标:				,		
   目标	1.Can make visitin៖	g approp	oriately				
	2.Master how to se	end gifts	appropriately				
	知识目标:						
	1.To know differen		•		_		
	2. To know how to	choose	appropriate gifts	in diff	erent occasion	ns	
	素质目标:						
	1. Have Inquiry sp	oirit, tea	mwork spirit;				
	2. Establishing the	e aware	ness of influence		-	ommur	nication
训练项目	训练项目名称		训练任务	拟实	现的能目标	训练	方式手段
编号				和	素质目标		及步骤
1	Visiting	Make	visits in	Maste	er visiting	Group	work,
		differe	ent occasions	court	esy	Scena	
						simul	
2	Gift-giving		o choose gift		er how to	1	work,
		and se	end gift	send	-	Scena	
学生知识	Have basic English ability reading and speaking;						
子生和以							
与能力准	Have ability in sear	ching fo	or information or	intern	et		
备							
教学材料	Textbook, ppt, pict	ures, vio	deos, cases,exero	ises,Ne	twork Course	, mater	ials on line
(设备)							
\h; 夕							
准备 步骤	   教学内容(项目p	5	学生活动	<del></del>	主要教学手	三段和	时间分
<b>ジ</b> 郷	55寸11寸(次日)   	<b>1</b> 1	<b>十二</b> 相分	ú	王安叙子丁   方法	权们	
					7,1,1		配(分
							钟)
1	Review		Answer quest	ions	Qs raising		5
2	Warm-up case	!S.	Group discus	sion	answeri Task-driver		5
	·						
3	Project presenta	tion	Presentati Evaluatior	•	Task-driv Project Tea	-	25
			LvaluatiOi	•	riojectiea	ciiiig	
4	Teacher's explana	ation	Inquiring , C	ls,	Lecture a	and	25
			_		explanat	ion	

5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

### 第九单元教学设计

教学单元	Project Four Lang	uage an	d culture 1			学时	2	
名称:								
教学单元	能力目标:	能力目标:						
   目标	1.Distinguis	h denot	ative and connot	ative m	eanings of v	vords.		
H M	2.Master the differ	ent con	notations of colo	r word	s and numbe	er words	•	
	知识目标:							
	1.To know relations							
	2. Understand diffe 素质目标:	erent cu	Itural connotatio	ns of Ei	nglish and Ci	ninese w	ords .	
	1. Have Inquiry sp		•					
		1	ness of influence			_	· → -	
训练项目	训练项目名称 	-	训练任务	拟头: 	现的能目标	川朔筠	方式手段	
编号				和	素质目标		及步骤	
1	Color words	Group		Maste	er the	Grou		
		1	g cultural	differ			Translation	
			ences between		otations of		ission ;	
2	Number words	-	n and Chinese		number		driven	
		words	<b>;</b>		and make priate	appro	oacn	
				transl				
学生知识	Have basic English	L ability r	eading and speal			ļ		
上 松 小 冰	Have ability in sear				ot			
与能力准	Thave ability in seal	cillig ic	illioilliation on	illiteilli	et			
备								
教学材料	Textbook, ppt, pict	ures, ca	ses,exercises,Net	twork C	Course, mate	rials on l	ine	
(设备)								
   准备								
步骤	教学内容(项目内	内容)	学生活动	þ	主要教学	手段和	时间分	
					方法	<u> </u>	<b>茄 / 八</b>	
							配(分	
							钟)	
1	Review		Answer questions  Qs raising and 5 answering				5	
2	Warm-up case	es.	Group discuss	sion	Task-drive	en, Qs;	5	
3	Project translat	ion	Task translati	-	Task-dri		30	
			Presentation Evaluation	-	Project Te	aching		
			LvaluatiOi	'				

4	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	20
5	Classroom test	Taking test	test	15
6	Exercise,Case analysis	Group discussion, presentation	case analysis method	10
7	Conclusion	Reflection	summary	5

#### 第十单元教学设计

教学单元名称:	Project Four Lar	nguage and culture 2		学时	2			
教学单元目标		能力目标:     1.Distinguish denotative and connotative meanings of words.  2.Master the different connotations of animal words and taboos.						
	知识目标:	知识目标:						
	1.To know relation	onship between langı	uage and culture.					
	2. Unders	stand different cultura	al connotations of E	nglish ar	d Chinese			
	words .							
	素质目标:							
	1. Have Inquiry	spirit, teamwork spi	rit:					
		the awareness of infl		languag	e.			
训练项目编号	训练项目名称	训练任务	拟实现的能目		训练方式手			
			和素质目标		段及步骤			
1	Connotation	Finding cultural	Master the differe	nt C	Group			
	of other words	different	connotations word	ds; v	vork:Transla			
		connotations of	can make approp	riate t	ion;discussi			
		animal, plant	translation	c	n ; Task-			
		words etc.		c	lriven			
				а	pproach			
学生知识与能	Have basic Engli	sh ability reading and	l speaking;					
	Have ability in se	earching for informat	ion on internet					
教学材料(设备)准备	Textbook, ppt, p	ictures, cases,exercis	es,Network Course,	materia	ls on line			
步骤	教学(项目内	学生活动	主要教学手段和	方法	时间分配			
	容)				(分钟)			
1	Review	Answer questions	Qs raising and answering	d	5			
2	Warm-up cases.	Group discussion	Task-driven, Q	s;	5			
3	Project translation	Task translation; Presentation;	Task-driven, Pro Teaching	ject	25			
4	Teacher's explanation	Inquiring , Qs,	Lecture and explanation		25			
5	Classroom test	Taking test	test		10			
6	Exercise,Case analysis	Group discussion, presentation	case analysis met	hod	15			
7	Conclusion	Reflection	summary		5			

### 第十一单元教学设计

教学单元	Project Four Lang	uage and culture 3		学时	2		
名称:							
教学单元	能力目标:						
   目标	1.Distingui	1.Distinguish denotative and connotative meanings of words.					
	2.Master the diffe	erent connotations of p	proverbs and taboos.				
	知识目标:						
	1.To know relation	nship between languag	ge and culture.				
		and different cultural c	onnotations of prover	bs and ta	boos		
	素质目标:						
	1. Have Inquiry s	spirit, teamwork spirit;					
	2. Establishing th	ne awareness of influe	nce of culture on lang	uage.			
训练项目	训练项目名称	训练任务	拟实现的能目标	训练	东方式手段		
编号			和素质目标		及步骤		
1	Comparisons	Make comparisons	Master the difference	e Gro	лb		
	on Proverbs	between English	of Proverbs and	wor	k:Translatio		
	and Taboos	and Chinese	Taboos; can make	n;di:	scussion;		
		Proverbs and	appropriate	Task	-driven		
		Taboos	translation	арр	roach		
学生知识	Have basic English	n ability reading and sp	eaking;				
与能力准	Have ability in sea	arching for information	on internet				
备							
教学材料	Textbook, ppt, pic	tures, cases,exercises,	Network Course, mate	erials on	ine		
(设备)							
   准备							
步骤	教学内容(项	学生活动	主要教学手段和方法	法	时间分配		
	目内容)				(分钟)		
1	Review	Answer questions	Qs raising and		5		
2	Warm-up cases.	Group discussion	answering Task-driven, Qs;		5		
	vvaim-up cases.	Jioup discussion	iask-uliveli, Qs,		J		
3	Project	Task translation;	Task-driven, Projec	t	25		
	translation	Presentation; Evaluation	Teaching				
4	Teacher's	Inquiring , Qs,	Lecture and		25		
	explanation		explanation				
5	Classroom test	Taking test	test		10		

6	Exercise,Case analysis	Group discussion, presentation	case analysis method	15
7	Conclusion	Reflection	summary	5

### 第十二单元教学设计

教学单元	Project Five Nonv	verbal Communication	1	学时	2		
   名称:	Body language						
教学单元	能力目标:	能力目标:					
   目标		tural rules governing b					
		tural differences on boo		:			
	3. Can use bod 知识目标:	y language appropriate	iy during communicat	lon.			
		at nonverbal communi	cation is and what fur	action it s	arvas		
		fluence of culture on n			ei ves.		
	素质目标:	nacrice of cartare of fi	onversar communicati				
	1. Have Inquiry s	spirit, teamwork spirit;					
	2. Establishing tl	ne cultural awareness o	during communication	۱.			
训练项目	训练项目名称	训练任务	拟实现的能目标	训练	东方式手段		
编号			和素质目标		及步骤		
1	Gestures	Group work:	Can identify	Gro	•		
2	Postures	Finding different meanings in	differences of body language used in		ussion;pres ation;		
3	Eye Contact	different countries;	different cultures ;		nario		
		Summarize;	can use them		ulation		
4	Face expression	-	appropriately in				
5	Body contact		communication				
学生知识	Have basic Englisl	l n ability reading and sp	l Jeaking;				
  与能力准	Have ability in sea	arching for information	on internet				
备	,	S					
教学材料	Textbook, ppt, pio	ctures, cases,exercises,	Network Course, mate	erials on	line		
   (设备)			·				
准备							
步骤	教学内容(项	学生活动	主要教学手段和方	法	时间分配		
	目内容)				(分钟)		
1	Review and	Answer questions	Qs raising and		5		
2	Warm-up cases	Simulation;	answering	.+	30		
	Project Presentation	Presentation;	Task-driven, Projed Teaching	۸	30		
		Evaluation	-				
3	Teacher's	Inquiring , Qs,	Lecture and		25		
	explanation		explanation				

4	Classroom test	Taking test	test	10
5	Exercise,Case analysis	Group discussion, presentation	case analysis method	15
6	Conclusion	Reflection	summary	5

### 第十三单元教学设计

教学单元	l -	verbal Communication	2	学时	2		
名称:	Paralanguage	and Object language					
教学单元	能力目标:						
   目标	1. Perceive cultu	iral differences on para	language and object I	anguage			
	2. Can make use	of paralanguage and o	bject language in con	nmunicat	ion .		
	知识目标:						
	1. Understand th	ne functions of paralan	guage and object lang	guage.			
		hat messages objects	convey.				
	素质目标:						
	1. Have Inquiry s	spirit, teamwork spirit;					
	2. Establishing tl	ne cultural awareness o	during communicatior	<b>).</b>			
训练项目	训练项目名称	训练任务	拟实现的能目标	训约	东方式手段		
编号			和素质目标		及步骤		
1	Paralanguage	Group work:	Understand the	Gro	ıp		
		Find out functions	functions of	disc	ussion;		
2	Object	of paralanguage	paralanguage; Can	pres	entation		
	language	and object	make use of it in				
		language	communication				
学生知识	Have basic English ability reading and speaking;						
与能力准	Have ability in sea	arching for information	on internet				
备							
教学材料	Textbook, ppt, pic	ctures, cases,exercises,	Network Course, mate	erials on	ine		
(设备)							
准备							
步骤	教学内容(项	学生活动	主要教学手段和方	法	时间分配		
	目内容)				(分钟)		
1	Review and Warm-up cases	Answer questions	Qs raising and answering		10		
2	Project	Group discussion;	Task-driven, Projec	t	25		
	Presentation	Presentation;	Teaching				
3	Teacher's	Summary Inquiring , Qs,	Lecture and		25		
	explanation		explanation				
4	Classroom test	Taking test	test		10		
	l .		ļ.				

5	Exercise,Case analysis	Group discussion, presentation	case analysis method	15
6	Conclusion	Reflection	summary	5

#### 第十四单元教学设计

教学单元	Project Five Nonv	verbal Communication	3	学时	2				
   名称:		Environmental language							
教学单元	能力目标:	能力目标:							
   目标		tural differences on tim		language	9				
	1	fferent attitudes towar	•						
	· · · · · · · · · · · · · · · · · · ·	e language appropriate	ly during communicat	ion.					
	知识目标:								
		nat function time and s		J: CC					
		fferent attitudes towar	as time and space in o	airrerent (	cultures.				
	素质目标:								
	1. Have Inquiry s	spirit, teamwork spirit;							
		ne cultural awareness o							
训练项目	训练项目名称	训练任务	拟实现的能目标	训练	东方式手段				
编号			和素质目标		及步骤				
1	time language	Group work:	Can specify differe	nt Gro	qı				
		Compare different	attitudes towar	ds disc	ussion;				
2	space language	attitudes toward	time and space.	pres	entation				
		time and space							
学生知识	Have basic English	n ability reading and sp	eaking;						
与能力准	Have ability in sea	arching for information	on internet						
各数数数									
教学材料   (设备)	l lextbook, ppt, pic	ctures, cases,exercises,	Network Course, mate	erials on I	ine				
(以番)   准备									
步骤	教学内容(项	学生活动	主要教学手段和方	法	时间分配				
	口由索)				( /\				
	目内容)				(分钟)				
1	Review and Warm-up cases	Answer questions	Qs raising and answering		5				
2	Project	Simulation;	Task-driven, Projec	:t	30				
	Presentation	Presentation;	Teaching						
3	Teacher's	Evaluation Inquiring , Qs,	Lecture and		25				
	explanation	inquinig, Q3,	explanation		23				
4	Classroom test	Taking test	test		10				
5	Exercise,Case	Group discussion,	case analysis metho	hd	15				
	analysis	presentation	case analysis metho		13				
6	Conclusion	Reflection	summary		5				

### 第十五单元教学设计

教学单元	Project Six Cultural Val	ues 1				学	2	
	-	The theory of cultural values & The influence of culture on						
名称:	value					时 		
教学单元	能力目标:					•		
   目标	1. Define what is value							
	2. Analyse different Cult	ural Dimer	sions de	efine an	d High and lov	v contex	αt	
	3. Can make complimen	ts, apologi	es, than	ks and r	esponses appr	opriate	ly	
	知识目标:							
	1.To know the some bas	•						
	2. To understand a varie	ty of influe	nce of c	ulture c	on value			
	素质目标:							
	1. Have Inquiry spirit,	teamwork	spirit;					
	2. Establishing the aw	areness of	influenc	ce of cu	lture on value			
训练项目	训练项目名称	训练作	<u>——</u> 壬务	拟实	现的能目标	训练	方式手段	
编号				和	素质目标	及	步骤	
1	Understanding what is	Summari		Can d	efine value		ıdy ,group	
	value	definition				discuss		
2							ıdy, group	
	cultural	different		cultur			sion,Micro	
	dimensions;understan	l ' l				lesson,	case	
	ding high and low	Dimensio	_		fy Hall's	study		
	context	h and low context	1	theor	y			
3	Understanding the	How to sl	)OW	Can n	nako	Group		
	influence of culture	politenes			liments,	•	sion;prese	
	on value of Politeness	politeries	,	1	gies, thanks		; Scenario	
	on value of 1 oncertess			1 '	esponses	simula		
					priately			
学生知识	Have basic English abilit	y reading a	nd spea		·			
与能力准	Have ability in searching	g for inform	ation or	n intern	et			
备								
教学材料	Textbook, ppt, pictures,	videos, ca	es,exer	ises,Ne	twork Course,	materia	als on line	
(设备)								
准备								
步骤	教学内容(项目内容	)	学生活	动	主要教学手	·段和	时间分	
					方法		配(分	
							钟)	

1	Review and Warm-up Ex.	Answer questions	Task-driven, Qs;	10
2	Introduction to value and influence of culture on value	Group discussion, presentation, summary	Task-driven, Project Teaching	25
3	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	20
4	Classroom test	Taking test	test	10
5	Case analysis; Exercise	Group discussion, presentation	case analysis method, video	20
6	Conclusion	Reflection	summary	5

### 第十六单元教学设计

教学单元	Project Six Cultu	ıral Values 2		学时	2	
<b>名称:</b>	The influence of culture on values					
教学单元	能力目标:					
   目标	1. Can analyse th	ne different friendship	attitudes			
	l	ultural differences of Fa	•			
	·	ifferent views on educa	ation			
	知识目标:					
		ted with different frien				
		ent attitudes towards		al a a <b>a</b> : a .a		
	素质目标:	differences between (	Chinese and western e	ducation		
	l	y spirit, teamwork spir				
加压药口	-		rcultural communication		· 十十二 印	
训练项目	训练项目名称	训练任务	拟实现的能目标	川朔	京式手段	
编号			和素质目标		及步骤	
1	Friendship	Compare different	Compare different Can analyse the Group			
		friendship	different friendship		ssion;	
			attitudes		study,	
2	Family	Compare different	Can understand	video		
2	relationship	attitudes towards	different Views of	Grou	p Ission,	
	relationship	Family relationship	Family relationship		study,	
		Tanana Tanan	r arring r cracionismp	video	•	
3	Education	Compare	Can analyse different	Grou	p	
		education ways	views on education	discu	ssion,	
				Case	study,	
				video	)	
学生知识	Have basic Englis	sh ability reading and s	peaking.			
与能力准	Have ability in se	earching for informatio	n on internet.			
备						
教学材料	ppt, pictures, vid	leos, cases,exercises,N	etwork Course, materi	als on line	2	
(设备)						
准备						
步骤	教学内容(项	学生活动	主要教学手段	和方法	时间分	
	目内容)				配(分	
					钟)	

1	Review and Warm-up Ex.	Answer questions	Qs raising and answering	5
2	Project presentation	Presentation; Evaluation	Task-driven, Project Teaching	25
3	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	20
4	Classroom test	Taking test	test	15
5	Case analysis; Exercise	Group discussion, presentation	case analysis method, video	20
6	Conclusion	Reflection	summary	5

### 第十七单元教学设计

教学单元名	Project Seven Inte	rcultural Business P	rotocol 1	学	2		
   称 <b>:</b>	N	Making introduction	, Dressing etiquette	时			
教学单元目	能力目标:		<del>,                                    </del>	1 ,			
   标	1. Analyze the Basi	c principles of Busir	ness Protocol				
120	2. Making introduc	tion in different situ	uation				
	3. Be able to dress	appropriately in dif	ferent business situation	ns			
	知识目标:						
	1.To know the princ	•					
	2. To acquire the ti						
	3. To know the dres	ssing rules in busine	ess situation				
	素质目标:						
	1. Have Inquiry sp	irit, teamwork spiri	t;				
			rcultural communicatio				
训练项目编	训练项目名称	训练任务	拟实现的能目标	训练力	方式手段及		
号			和素质目标		步骤		
1	Introduction to	Analyze the	Can tell principles	Group	discussion,		
	Business Protocol	Basic principles	principles of	Qs ans	wering		
		of Business	Business Protocol				
		Protocol					
2	Making	Making	Can make good	•	discussion,		
	introduction	introduction in different	initial contact	Scenar			
		situation		Silliula	tion, video		
3	Dressing	How to dress	Be able to dress	Group	discussion,		
	Etiquette	appropriately	appropriately in	Scenar	io		
			different business	simulat	tion, video		
			situations				
学生知识与	Have basic English		,				
能力准备	Ī	ching for information	on on internet				
+/- 2/4 +-+ 1/21	Have team work at	•					
教学材料	lextbook, ppt, pic	tures, videos, case	s,exercises,Network Co	ourse, n	naterials on		
(设备)准	line						
备							
步骤	教学内容(项目	学生活动	主要教学手段和方	方法	时间分		
			配(分				
	内容)				配(分		
	内容)				配(分 钟)		
1	内容) Review and Warm-up Ex.	Answer questions	Task-driven, Qs	;			

2	Project presentation	Presentation; Evaluation	Task-driven, Project Teaching	25
3	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	20
4	Case analysis; Exercise	Group discussion, presentation	case analysis method, video	20
5	Classroom test	Taking test	test	15
6	Conclusion	Reflection	summary	5

#### 第十八单元教学设计

教学单元	Project Seven Intercul	tural Bı	usiness Prot	ocol 2		学时	2	
<b>名称:</b>	Reception and dining Etiquette							
教学单元	能力目标:						•	
日長	1. Be able to make goo	od rece <sub>l</sub>	otion and m	eeting	arrangement			
目标 	2. Be able to master th	ne dinni	ng etiquette	e in bus	iness situatior	1		
	知识目标:							
	1. To know reception a	and med	eting arrang	ement	tips			
	2. To know the dinning	getique	tte in busin	ess situ	ation			
	素质目标:							
	1. Have Inquiry spiri	t, team	work spirit;					
	2. Establishing the c	ultural	awareness (	of socia	I custom.			
训练项目	训练项目名称	illi	练任务	拟乡	<b> 只现的能目标</b>	训练	东方式手段	
编号				禾	<b>口素质目标</b>		及步骤	
1	Reception Etiquette	Recei	ving visits	Be ab	le to make	Grou	ıp	
		from	a foreign	good	reception and	discu	ussion,	
		comp	any	meeti	ng	Scen	ario	
				arran	gement	simu	llation	
2	Dining Etiquette	ıet	Be a	ble to master	Grou	Group		
			sentatives	the dinning			discussion,	
		of a fo	_		ette in busines			
27/. / I. be 25		comp	•	situat	ion	simu	ılation	
学生知识	Have basic English abil	-		_				
与能力准   备	Have ability in searching Have team work ability		itormation (	on inter	net.			
教学材料	ppt, pictures, videos, o		arcisas Nati	work Co	urce materia	ls on line	<u> </u>	
(设备)	ppt, pictures, videos, t	ases,ex	ercises, ivec	WOIK CO	ourse, materia	13 011 11116		
《								
步骤	教学内容(项目内》	容)	学生活	5动	主要教学引	-段和	时间分	
					方法		配(分	
1	Review and Warm-u	n Ev	Answe	ar .	Task-drive	n Os:	钟) 10	
	Neview allu Wallil-u	р LX.	questic		iask-uriver	ı, us,	10	
2	Project presentation	on	Presentati	-	Task-driv	-	25	
3	Teacher's explanati	on.	Evaluat Inquiring		Project Tea Lecture a		25	
3	reactier's explanati	OH	Inquiring	, Qs,	explanat		23	
					,			
4	Case analysis; Exerc	cise	Grou	-	case anal	-	15	
			discussi		method, v	rideo		
			presenta	ition				

5	Classroom test	Taking test	test	10
6	Conclusion	Reflection	summary	5

### 第十九单元教学设计

教学单元	Project Eight Intercultural Business Negotiation 学时 2						2
   名称 <b>:</b>							
教学单元	能力目标:				I		
   目标	1. Can analyze the ca	auses of	cultural cor	nflicts			
	2. Can understand o	different	countries'	negotiatio	n styles an	d adopt	appropriate
	strategies						
	知识目标:						
	1.To know the cultur		-	_			
	2. To understand neg	gotiation	goals, attit	udes and o	different ne	gotiating	styles
	素质目标: 						
	1. Have Inquiry spir		·				
No. 12- 25- 17	2. Establishing the						
训练项目	训练项目名称	训约 	东任务	拟实功 	1的能目标	川朔筠	方式手段
编号				和素	<b>長</b> 质目标		及步骤
1	Understanding the	Summa	ırize	Can aı	nalyze the	e case s	study,
	cultural factors		l conflicts	causes	of cultura	group	
	affecting		ercultural			discussion,	
	negotiation	negotia		conflicts		Presentation	
2	Understanding the Impact of Culture	Conduc negotia		Can understand different countries'		case s	
	on Business	with di			ion styles		ation,
	Negotiation	countri		and adop	•	group	
				appropri			ntation
				strategie			
学生知识	Have basic English a	bility rea	ding and sp	eaking;		•	
与能力准	Have ability in search	hing for i	nformation	on intern	et		
备							
教学材料	Textbook, ppt, pictui	res, video	os, cases,ex	ercises,Ne	twork Cour	se, mater	ials on line
(设备)							
准备							
步骤	教学内容(项目内		学生	活动	主要教学		时间分
					方法	去	配(分
							钟)
1	Review and Warm-	up Ex.	Answer q	uestions	Task-drive	en, Qs;	10

2	The Impact of	Group	Task-driven, Project	25
	Culture on	discussion,	Teaching	
	Business	presentation,		
	Negotiation	summary		
3	Teacher's	Inquiring , Qs,	Lecture and explanation	25
	explanation			
4	Case analysis;	Group	case analysis method, video	15
	Exercise	discussion,		
		presentation		
5	Classroom test	Taking test	test	10
6	Conclusion	Reflection	summary	5

## 第二十单元教学设计

教学单元	Project Nine Intercul	学时	2					
名称:								
教学单元	能力目标:							
   目标	Can analyze certain aspects of culture affecting advertising and marketing							
H 1/1.	2. Can translate trademark appropriately							
	3. Can analyse the success and failure of an advertisement							
	知识目标:							
	1.To understand cultural factors affecting business marketing							
	2. To learn some brand name, trademarks							
	3.To understand different marketing style							
	素质目标:							
	Have Inquiry spirit, teamwork spirit; Establishing the awareness of intercultural							
	communication; Having an international perspective							
训练项目	训练项目名称	训练任务	拟实现的能目标	训练	方式手段及			
编号			和素质目标		步骤			
1	Cultural factors	Summarize	Can analyze some	Self-s	Self-study,			
	affecting business	cultural	cultural factors	group	group discussion,			
	marketing	factors	affecting advertising					
			and marketing					
2	The Impact of	Trademark	Can make trademark	Case	study,			
	Culture on	Translation	translation	Proje	Project			
	Trademark		appropriately	transl	translation			
				practi				
3	The Impact of	Advertisemen	Can analyse the	case s	•			
	Culture on	ts Comparison	success and failure of	Video				
	Advertising		an advertisement	group	group discussion,			
				+	ntation			
4	The Impact of	The art of	Can analyse the	case s	-			
	Culture on	promotion	success and failure of	- '	discussion,			
W 11 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Marketing		an marketing program	Prese	ntation			
学生知识	Have basic English ability reading and speaking.							
与能力准	Have ability in searching for information on internet.							
备								
教学材料	ppt, pictures, videos, cases,exercises,Network Course, materials on line							
(设备)								
准备								

步骤	教学内容(项目	学生活动	主要教学手段和方法	时间分
	内容)			配(分
				钟)
1	Review and Warm- up Ex.	Answer questions	Qs raising and answering	5
2	Project presentation	Presentation; Evaluation	Task-driven, Project Teaching	25
3	Teacher's explanation	Inquiring , Qs,	Lecture and explanation	25
4	Case analysis; Exercise	Group discussion, presentation	case analysis method, video	15
5	Classroom test	Taking test	test	15
6	Conclusion	Reflection	summary	5