

第一单元教学设计

教学单元名称:	Project One		学时	2
教学单元目标	能力目标: 1. Define culture, communication and intercultural communication 2. Describe the characteristics of culture 3. Identify the factors affecting intercultural communication 知识目标: 1.To get acquainted with some basic concepts concerning culture and intercultural Communication 2. To understand a variety of definitions in culture and communication 素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of intercultural communication;			
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤
1	Understanding what is culture	Search for definitions and summarize the characteristics of culture	Can describe the characteristics of culture	Self-study ,group discussion and summary
2	Understanding what is Intercultural communication	Summarize the definition	Can identify what is Intercultural communication	Self-study and summarize
3	Understanding problems in Intercultural communication	Summarize barriers to IC	Can identify barriers to IC	Ask Ss to cite some examples
学生知识与能力准备	Have basic English ability reading and speaking.			
教学材料（设备）准备	Textbook, ppt, pictures, videos, cases,exercises,Network Course, materials on line			

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

教学单元名称:	Project Two Global Cultures 1 --European countries			学时	2
教学单元目标	能力目标: 1. Describe cultural characteristics of some European countries 2. Can identify the customs and social practice of different countries				
	知识目标: 1.To get acquainted with cultural background knowledge of some European countries 2. Get to know some notices for communication with people from other culture.				
	素质目标: 3. Have Inquiry spirit, teamwork spirit; 4. Establishing the awareness of intercultural communication; 5. Having an international perspective				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Cultural background introduction (UK/Germany/France, etc.)	Make a presentation of country introduction	Can identify the customs and practices of different countries.	Self-study ,group discussion and presentation	
2	Conducting communication with people from European countries	Summarize the notices for Communication	Can identify the points for attention when conducting communication	group discussion and summary	
学生知识与能力准备	Have basic English ability reading and speaking. Have ability in searching for information on internet and make E-presentation.				
教学材料（设备）准备	Computer, ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review	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	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

教学单元名称:	Project Two Global Cultures 2 --Countries in north America (USA)		学时	2
教学单元目标	能力目标: 1. Can describe cultural characteristics of USA 2. Can identify the customs and social practice of USA			
	知识目标: 1.To get acquainted with cultural background knowledge of USA. 2. Get to know some notices for communication with people from other culture.			
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of intercultural communication; 3. Having an international perspective			
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤
1	Cultural background introduction (USA)	Make an introduction presentation of USA	Can identify the customs and practices of USA.	Self-study ,group discussion and presentation
2	Conducting communication with people from USA	Summarize the notices for Communication	Can identify the points for attention when conducting communication	group discussion and summary
学生知识与能力准备	Have basic English ability reading and speaking. Have ability in searching for information on internet and make E-presentation.			
教学材料(设备)准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line			
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	Review	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	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

教学单元名称:	Project Two Global Cultures 3 --Countries in South America (Mexico/ Brazil)			学时	2
教学单元目标	能力目标: 1. Describe cultural characteristics of Countries in South America (Mexico/ Brazil) 2. Can identify the customs and social practice of the Countries (Mexico/ Brazil)				
	知识目标: 1.To get acquainted with cultural background knowledge of Mexico/ Brazil 2. Get to know some notices for communication with people from other cultures.				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of intercultural communication; 3. Having an international perspective				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Cultural background introduction (Mexico/ Brazil)	Make an introduction presentation of Mexico/ Brazil	Can identify the customs and practices of Mexico/ Brazil.	Self-study ,group discussion and presentation	
2	Conducting communication with people from Mexico/ Brazil	Summarize the notices for Communication	Can identify the points for attention when conducting communication	group discussion and summary	
学生知识与能力准备	Have basic English ability reading and speaking. Have ability in searching for information on internet and make E-presentation.				
教学材料（设备）准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review	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	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

教学单元名称:	Project Two Global Cultures 4 --Countries in Asia（Japan/Thailand/India etc.）			学时	2
教学单元目标	能力目标: 1. Describe cultural characteristics of Japan/Thailand/India 2. Can identify the customs and social practice of Japan/Thailand/India				
	知识目标: 1.To get acquainted with cultural background knowledge of Mexico/ Brazil 2. Get to know some notices for communication with people from other cultures.				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of intercultural communication; 3. Having an international perspective				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Cultural background introduction (Mexico/ Brazil)	Make an introduction presentation of Mexico/ Brazil	Can identify the customs and practices of Mexico/ Brazil.	Task-based approach; group discussion and presentation	
2	Conducting communication with people from Asia	Summarize the notices for Communication	Can identify the points for attention when conducting communication	group discussion and summary	
学生知识与能力准备	Have basic English ability reading and speaking. Have ability in searching for information on internet and make E-presentation.				
教 学 材 料（设备）准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review	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	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

教学单元名称:	Project Two Global Cultures 5 --Arab countries			学时	2
教学单元目标	能力目标: 1. Describe characteristics of Arab culture 2. Can identify the customs and social practice of Arab countries				
	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.				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of intercultural communication; 3. Having an international perspective				
训练项目编号	训练项目名称	训练任务	拟实现的能目标 和素质目标	训练方式手段 及步骤	
1	Cultural background introduction	Make an introduction presentation of Arab countries	Can identify the customs and practices of Arab countries	Task-based approach; group discussion and presentation	
2	Conducting communication with people from Arab countries	Summarize the notices for Communication	Can identify the points for attention when conducting communication	group discussion and summary	
学生知识与能力准备	Have basic English ability reading and speaking. Have ability in searching for information on internet and make E-presentation.				
教学材料（设备）准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review	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	Classroom test	Taking test	test	15
5	Exercise,Case analysis	Group discussion, presentation	case analysis method, video	15
6	Conclusion	Reflection	summary	5

第七单元教学设计

教学单元名称:	Project Three Daily Verbal communication 1			学时	2
教学单元目标	能力目标: 1.Can identify what is Verbal communication 2.Can make appropriate greetings 3.Can address people appropriately				
	知识目标: 1.To know the definition of Verbal communication 2. To understand different communication ways in daily life				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of influence of culture on daily communication				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	What is Verbal communication	Summarize the definition	Can identify what is Verbal communication	Self-study; summarize	
2	Greeting	How to greet people appropriately	Can make appropriate greetings	Group work, Scenario simulation	
3	Addressing	How to make appropriate addressing	Can address people appropriately	Group work, Scenario simulation	
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review	Answer questions	Qs raising and answering	5	
2	Warm-up cases.	Group discussion	Task-driven, Qs;	5	
3	Project presentation	Presentation; Evaluation	Task-driven, Project Teaching	25	

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

教学单元名称:	Project Three Daily Verbal communication --The influence of culture on daily verbal communication			学时	2
教学单元目标	能力目标:				
	1.Can make visiting appropriately				
	2.Master how to send gifts appropriately				
	知识目标:				
	1.To know different attitudes and way towards visiting				
	2. To know how to choose appropriate gifts in different occasions				
	素质目标:				
	1. Have Inquiry spirit, teamwork spirit;				
	2. Establishing the awareness of influence of culture on daily communication				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Visiting	Make visits in different occasions	Master visiting courtesy	Group work, Scenario simulation	
2	Gift-giving	How to choose gift and send gift	Master how to send gifts appropriately	Group work, Scenario simulation	
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review	Answer questions	Qs raising and answering	5	
2	Warm-up cases.	Group discussion	Task-driven, Qs;	5	
3	Project presentation	Presentation; Evaluation	Task-driven, Project Teaching	25	
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

第九单元教学设计

教学单元名称:	Project Four Language and culture 1			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 color words and number words.				
	知识目标:				
	1.To know relationship between language and culture.				
	2. Understand different cultural connotations of English and Chinese words .				
	素质目标:				
	1. Have Inquiry spirit, teamwork spirit;				
	2. Establishing the awareness of influence of culture on language.				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Color words	Group work: Finding cultural differences between English and Chinese words;	Master the different connotations of color number words and make appropriate translation	Group work:Translation ;discussion ; Task-driven approach	
2	Number words				
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, cases,exercises,Network Course, materials on line				
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	Review	Answer questions	Qs raising and answering	5	
2	Warm-up cases.	Group discussion	Task-driven, Qs;	5	
3	Project translation	Task translation; Presentation; Evaluation	Task-driven, Project Teaching	30	

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 Language 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: 1.To know relationship between language and culture. 2. Understand different cultural connotations of English and Chinese words .			
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of influence of culture on language.			
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤
1	Connotation of other words	Finding cultural different connotations of animal, plant words etc.	Master the different connotations words ; can make appropriate translation	Group work:Translation;discussion ; Task-driven approach
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet			
教学材料（设备）准备	Textbook, ppt, pictures, cases,exercises,Network Course, materials on line			
步骤	教学（项目内容）	学生活动	主要教学手段和方法	时间分配（分钟）
1	Review	Answer questions	Qs raising and answering	5
2	Warm-up cases.	Group discussion	Task-driven, Qs;	5
3	Project translation	Task translation; Presentation;	Task-driven, Project Teaching	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 method	15
7	Conclusion	Reflection	summary	5

第十一单元教学设计

教学单元名称:	Project Four Language and culture 3			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 proverbs and taboos.				
	知识目标: 1.To know relationship between language and culture. 2. Understand different cultural connotations of proverbs and taboos..				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of influence of culture on language.				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Comparisons on Proverbs and Taboos	Make comparisons between English and Chinese Proverbs and Taboos	Master the difference of Proverbs and Taboos ; can make appropriate translation	Group work:Translation;discussion ; Task-driven approach	
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, cases,exercises,Network Course, materials on line				
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	Review	Answer questions	Qs raising and answering	5	
2	Warm-up cases.	Group discussion	Task-driven, Qs;	5	
3	Project translation	Task translation; Presentation; Evaluation	Task-driven, Project Teaching	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 method	15
7	Conclusion	Reflection	summary	5

第十二单元教学设计

教学单元名称:	Project Five Nonverbal Communication 1 ---- Body language			学时	2
教学单元目标	能力目标:				
	1. Describe cultural rules governing body language.				
	2. Perceive cultural differences on body language..				
	3. Can use body language appropriately during communication.				
	知识目标:				
	1.Understand what nonverbal communication is and what function it serves.				
	2. To know the influence of culture on nonverbal communication .				
	素质目标:				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
	1	Gestures	Group work: Finding different meanings in different countries; Summarize;	Can identify differences of body language used in different cultures ; can use them appropriately in communication	Group discussion;pres entation; Scenario simulation
	2	Postures			
	3	Eye Contact			
	4	Face expression			
	5	Body contact			
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, cases,exercises,Network Course, materials on line				
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	Review and Warm-up cases	Answer questions	Qs raising and answering	5	
2	Project Presentation	Simulation; Presentation; Evaluation	Task-driven, Project Teaching	30	
3	Teacher’s explanation	Inquiring , Qs,	Lecture and explanation	25	

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

教学单元名称:	Project Five Nonverbal Communication 2 ---- Paralanguage and Object language			学时	2
教学单元目标	能力目标:				
	1. Perceive cultural differences on paralanguage and object language				
	2. Can make use of paralanguage and object language in communication .				
	知识目标:				
	1. Understand the functions of paralanguage and object language.				
	2. Understand what messages objects convey.				
	素质目标:				
	1. Have Inquiry spirit, teamwork spirit;				
	2. Establishing the cultural awareness during communication.				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Paralanguage	Group work: Find out functions of paralanguage and object language	Understand the functions of paralanguage; Can make use of it in communication	Group discussion; presentation	
2	Object language				
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, cases,exercises,Network Course, materials on line				
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	Review and Warm-up cases	Answer questions	Qs raising and answering	10	
2	Project Presentation	Group discussion; Presentation; Summary	Task-driven, Project Teaching	25	
3	Teacher’s explanation	Inquiring , Qs,	Lecture and explanation	25	
4	Classroom test	Taking test	test	10	

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

第十四单元教学设计

教学单元名称:	Project Five Nonverbal Communication 3 ---- Environmental language			学时	2
教学单元目标	能力目标: 1. Perceive cultural differences on time language and space language 2. Can specify different attitudes towards time and space. 3. Can use space language appropriately during communication.				
	知识目标: 1. Understand what function time and space language serve. 2. To know the different attitudes towards time and space in different cultures.				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the cultural awareness during communication.				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	time language	Group work: Compare different attitudes toward time and space	Can specify different attitudes towards time and space.	Group discussion; presentation	
2	space language				
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, cases,exercises,Network Course, materials on line				
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	Review and Warm-up cases	Answer questions	Qs raising and answering	5	
2	Project Presentation	Simulation; Presentation; Evaluation	Task-driven, Project Teaching	30	
3	Teacher’s explanation	Inquiring , Qs,	Lecture and explanation	25	
4	Classroom test	Taking test	test	10	
5	Exercise,Case analysis	Group discussion, presentation	case analysis method	15	
6	Conclusion	Reflection	summary	5	

第十五单元教学设计

教学单元名称:	Project Six Cultural Values 1 -----The theory of cultural values & The influence of culture on value			学时	2
教学单元目标	能力目标: 1. Define what is value 2. Analyse different Cultural Dimensions define and High and low context 3. Can make compliments, apologies, thanks and responses appropriately				
	知识目标: 1.To know the some basic concepts of value 2. To understand a variety of influence of culture on value				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of influence of culture on value				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Understanding what is value	Summarize the definition	Can define value	Self-study ,group discussion	
2	Understanding what is cultural dimensions;understanding high and low context	Analyse different Cultural Dimensions,High and low context	Can identify cultural Dimensions;Can identify Hall's theory	Self-study, group discussion,Micro lesson,case study	
3	Understanding the influence of culture on value of Politeness	How to show politeness	Can make compliments, apologies, thanks and responses appropriately	Group discussion;presentation; Scenario simulation	
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	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 Cultural Values 2			学时	2
名称:	-----The influence of culture on values				
教学单元 目标	能力目标:				
	1. Can analyse the different friendship attitudes				
	2. Can analyse cultural differences of Family relationship				
	3. Can analyse different views on education				
	知识目标:				
	1.To get acquainted with different friendship attitudes				
	2. To know different attitudes towards Family relationships				
	3. To understand differences between Chinese and western education				
	素质目标:				
	1. Have Inquiry spirit, teamwork spirit;				
	2. Establishing the awareness of intercultural communication.				
训 练 项 目 编号	训练项目名称	训练任务	拟实现的能目标 和素质目标	训练方式手段 及步骤	
1	Friendship	Compare different friendship	Can analyse the different friendship attitudes	Group discussion; Case study, video	
2	Family relationship	Compare different attitudes towards Family relationship	Can understand different Views of Family relationship	Group discussion, Case study, video	
3	Education	Compare education ways	Can analyse different views on education	Group discussion, Case study, video	
学 生 知 识 与 能 力 准 备	Have basic English ability reading and speaking.				
	Have ability in searching for information on internet.				
教 学 材 料 (设 备) 准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	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

教学单元名称:	Project Seven Intercultural Business Protocol 1 ----Making introduction, Dressing etiquette			学时	2
教学单元目标	能力目标: 1. Analyze the Basic principles of Business Protocol 2. Making introduction in different situation 3. Be able to dress appropriately in different business situations				
	知识目标: 1.To know the principles of Business Protocol 2. To acquire the tips of make good initial contact 3. To know the dressing rules in business situation				
	素质目标: 1. Have Inquiry spirit, teamwork spirit; 2. Establishing the awareness of intercultural communication				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Introduction to Business Protocol	Analyze the Basic principles of Business Protocol	Can tell principles of Business Protocol	Group discussion, Qs answering	
2	Making introduction	Making introduction in different situation	Can make good initial contact	Group discussion, Scenario simulation, video	
3	Dressing Etiquette	How to dress appropriately	Be able to dress appropriately in different business situations	Group discussion, Scenario simulation, video	
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet Have team work ability.				
教 学 材 料 (设备)准备	Textbook, ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review and Warm-up Ex.	Answer questions	Task-driven, Qs;		10

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

教学单元名称:	Project Seven Intercultural Business Protocol 2 -----Reception and dining Etiquette			学时	2
教学单元目标	能力目标:				
	1. Be able to make good reception and meeting arrangement				
	2. Be able to master the dinning etiquette in business situation				
	知识目标:				
	1. To know reception and meeting arrangement tips				
	2. To know the dinning etiquette in business situation				
	素质目标:				
	1. Have Inquiry spirit, teamwork spirit;				
	2. Establishing the cultural awareness of social custom.				
	训练项目名称				训练方式手段
	训练任务				及步骤
	拟实现的能目标和素质目标				
1	Reception Etiquette	Receiving visits from a foreign company	Be able to make good reception and meeting arrangement	Group discussion, Scenario simulation	
2	Dining Etiquette	Banquet representatives of a foreign company	Be able to master the dinning etiquette in business situation	Group discussion, Scenario simulation	
学生知识与能力准备	Have basic English ability reading and speaking.				
	Have ability in searching for information on internet.				
	Have team work ability.				
教学材料（设备）准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review and Warm-up Ex.		Answer questions	Task-driven, Qs;	10
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	10
6	Conclusion	Reflection	summary	5

第十九单元教学设计

教学单元名称:	Project Eight Intercultural Business Negotiation			学时	2
教学单元目标	能力目标:				
	1. Can analyze the causes of cultural conflicts				
	2. Can understand different countries' negotiation styles and adopt appropriate strategies				
	知识目标:				
	1.To know the cultural factors affecting negotiation				
	2. To understand negotiation goals, attitudes and different negotiating styles				
	素质目标:				
	1. Have Inquiry spirit, teamwork spirit;				
	2. Establishing the awareness of influence of different negotiating attitude.				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Understanding the cultural factors affecting negotiation	Summarize cultural conflicts in intercultural negotiations	Can analyze the causes of cultural conflicts	case study, group discussion, Presentation	
2	Understanding the Impact of Culture on Business Negotiation	Conduct negotiations with different countries	Can understand different countries' negotiation styles and adopt appropriate strategies	case study, Scenario simulation, group Presentation	
学生知识与能力准备	Have basic English ability reading and speaking; Have ability in searching for information on internet				
教学材料（设备）准备	Textbook, ppt, pictures, videos, cases,exercises,Network Course, materials on line				
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	Review and Warm-up Ex.	Answer questions	Task-driven, Qs;	10	

2	The Impact of Culture on Business Negotiation	Group discussion, presentation, summary	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	10
6	Conclusion	Reflection	summary	5

第二十单元教学设计

教学单元名称:	Project Nine Intercultural Advertising and Marketing			学时	2
教学单元目标	能力目标: 1. Can analyze certain aspects of culture affecting advertising and marketing 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				
训练项目编号	训练项目名称	训练任务	拟实现的能目标和素质目标	训练方式手段及步骤	
1	Cultural factors affecting business marketing	Summarize cultural factors	Can analyze some cultural factors affecting advertising and marketing	Self-study, group discussion,	
2	The Impact of Culture on Trademark	Trademark Translation	Can make trademark translation appropriately	Case study, Project translation practice	
3	The Impact of Culture on Advertising	Advertisements Comparison	Can analyse the success and failure of an advertisement	case study, Video, group discussion, Presentation	
4	The Impact of Culture on Marketing	The art of promotion	Can analyse the success and failure of an marketing program	case study, group discussion, Presentation	
学生知识与能力准备	Have basic English ability reading and speaking.				
	Have ability in searching for information on internet.				
教学材料（设备）准备	ppt, pictures, videos, cases,exercises,Network Course, materials on line				

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	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