

《新编剑桥商务英语
(初级)》(第三版)
教案

《新编剑桥商务英语（初 级）》 （第三版） 教案

教材：《新编剑桥商务英语(初级)》（第三版）

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2008 年 10 月

《新编剑桥商务英语(初级)》课程单元教学设计

一、 教案头

单元标题： 1. 1 World of Work & 1.3 BEC Preliminary Exam		
授课对象：		学时： 3
		上课地点：
教 学 目 标	能力（技能）目标	知识目标
	1. To be able to make personal business card. 2. To be able to write personal and professional profiles. 3. To be able to use present simple and adverbs and expressions of frequency in working environment.	1. To know the objectives of this course and BEC Preliminary Exam 2. To name different job titles. 3. To grasp the usage of present simple and adverbs and expressions of frequency.
能 力 训 练 任 务 及 案 例	Task 1 Reading: Show students the BEC Preliminary Exam instructions and let them finish the questions on the format of the exam. Task 2 Reading and discussion: Training and workshops Task 3 Listening: What does your job involve Task 4 Grammar: The present simple & adverbs and expressions of frequency Task 5: Speaking: Work-life balance	
教 学 组 织	在 BEC 的教学中, 主要采取分组教学的方法, 将班里的学生分为六组, 每组四人, 每组都是一个公司, 全班共六个公司, 学生既是班里的成员, 也是公司员工. 采取组组竞争和提问个人的方式, 既让锻炼学生的团队精神, 又能突显个人的能力。除此之外，贯穿分组讨论，个别演示，案例表演等方式组织教学。	
教 学 材 料	教科书； 教学辅助用书； 网络资源, 多媒体；	
作 业	1. Finish exercises in workbook.(written) 2. Design personal business card(written) 3. Group work: Make a dialogue involved the important grammar points and business topics in this unit.(spoken)	

二、 教学设计

步骤	教学内容	教 学 方 法	教学 手段	学生活动	时间 分配
Introducti on	Introduction to the whole course, teaching objectives and teaching contents of this unit.	Teacher's Lecture	PPT		2 minutes
Training task1 (Reading)	The format of BEC preliminary exam.	Teacher's introduction and Students' feedback.	Textbook	Individual work	15 minutes
Training task2 (Reading and discussion)	Training and workshops	Read the materials about the training center and try to finish the exercise in the textbook.	PPT Textbook	Group work	15 minutes
Training task 3(Listening)	Topic: What does your job involve?	1.Skim the job titles and responsibilities listed in the textbook. 1. Try to find out the Answers before listening. 2. Listen to the material and check the answer.	MP 3 Textbook	Individual and Group work	15 minutes
Training task 4(Grammar)	The present simple and Adverbs and expressions of frequency.	1. Read the instructions of the two grammar points	Textbook	Questions and group work	20 minutes

		2. Finish the exercises 3. Make more sentences by them.			
Training task5 (Speaking)	Topic:work-lifebalance Useful words,	1. Discuss in groups. 2. Report to the whole class Questions	PPT	teacher's lecture	15 minutes
Summary	expressions and sentence patterns in Module 1; business topics and skills.	and answers		teacher's summary and students' feedback	3 minutes
Homework	1. Review Module one. 2.Finish exercises in workbook. 3.Design a personal business card. 4.Preview 1.2	After class		Individual Work	5 minutes
Summary afterclass					

第一次课设计梗概（2 课时）

(1) 告知学生本课程的总体安排、教材的处理，上课的方式、明确学习目标。

两个目标：通过听、说、读、写及分组讨论，案例表演和课堂演示,培养学生在商务情景下的工作习惯和交流意识；尽量通过 BEC 初级考试。

两个要求：为了提高学生的积极性并使他们了解在平时的学习中应提高哪些能力，告诉学生现在用人单位对员工的要求，第一要有一定的专业素质，二是情商要高,即懂得如何交流,如何为人处事。

教学方式：在教学中,主要采取活动教学,通过各种各样的活动,提高学生的自信心和交流能力。将学生分为六组，每组四人，一个组即为一个公司，每

个组员都有一个职位，第一周确定每个组员的职位。第三、四周确定公司的名称、职能和业务范畴，并在全班演示。

(2) 考核方式

平时表现：两个方面，一是整组的表现,即各个公司在各种课堂活动上的表现；二是

个人的主动表现和提问表现.只要平时刻苦努力,积极主动。 期

末卷面：一整套 BEC 初级的模拟题。

口试：口试的形式仿照 BEC 初级口试形式并加上案例表演。

(3) 进入正题

本次课的项目主要是介绍公司的职务分类,职能范畴，撰写个人简介及设计名片。

- Reading: Read and get to know the format of BEC preliminary exam.
- Reading and Discussion: Read the materials about Training and Workshops in order to know the job title and responsibilities.
- Listen: Listen and grasp the job title.
- Grammar: Ss should grasp the presents simple and adverbs and expressions of frequency by self-study, group work and game.
- Speaking: Discuss Work-life balance in groups and report it out.
- Vocabulary: Remember all the new words in this module and finish the exercises in the book.
- Homework: 1. Review all the important points in these two modules.
2. Design your business cards.

详案

Module 1

1.1 & 1.3 World of Work & BEC Preliminary Exam

I. Aims and Objectives:

At the end of this session, the students should be able to:

- a. Know the general information about Cambridge BEC Preliminary, the useful study strategies for this course and the content of Pass Cambridge BEC Preliminary.
- b. Talk about jobs, design the business cards and grasp the present simple and adverbs and expressions of frequency.

II. Session Outline

1. Greetings

2. Duties:

1) Warmer (books closed): Tasks Ss the definition of BEC and the format of the exam.

2) Reading 1:

a. T leads Ss read the instructions of BEC preliminary exam (P14-15) and finish the exercises after it.

b. Check the Ss' answers and let them repeat the format of the BEC preliminary with book closed.

3) Reading 2 and Discussion:

a. Let Ss discuss in groups about J&C Training.

b. Finish the three exercises after it (P6).

c. Check the answers and review the important points.

4) Listening:

a. Go over the listening material and listen to it.

b. Discuss the answers in groups.

5) Grammar:

a. Ss read the instructions of the present simple and adverbs and expressions of frequency.

b. Finish the exercises.

c. Report to the whole class.

d. Play a game with the grammar points.

6) Speaking: use the topic in the book, divide students into several groups to discuss them and report to the whole class. (maybe next class)

7) Vocabularies: cross culture; intensive; profile; consultancy; consultant; accredit; motivation; entertaining; be responsible for; CFO; PA; rep; bonus;

4. Self-study: let students finish the exercises in the book and check the answers.

5. Homework

1) Grasp the main vocabularies and phrases and grammar points.

2) Finish the exercises in the workbook.

3) Discussion: "work-life balance"

4) Design a business card.

《新编剑桥商务英语(初级)》课程单元教学设计

一、教案头

单元标题：1.2 Personal and professional details		
授课对象：		学时：3
		上课地点：
教学 To be meeting.	能力（技能）目标	知识目标
	1. To be able to use the business words in the business environment. 2. To be able to greet people during the first meeting.	1. To know the key words in business environment. 2. To know the functional language in meeting people.
能力 训练 任务 及案	Task Review: Review the important points in last class. Task 2 Vocabulary: Remember the vocabularies and use them Task 3 Vocabulary: job & work Task 4 Writing: personal and professional profiles Task 5: Reading: Employee of the Year Award	
教的 组织	在 BEC 的教学中, 主要采取分组教学的方法, 将班里的学生分为六组, 每组四人, 每组都是一个公司, 全班共六个公司, 学生既是班里的成员, 也是公司 ^学 的员工. 采取组组竞争和提问个人的方式, 既让锻炼学生的团队精神, 又能突显个人的能力。除此之外, 贯穿分组讨论, 个别演示, 案例表演等方式组织教学。	
教学 材料	教科书; 教学辅助用书; 网络资源, 多媒体;	
作业	1. Finish exercises in workbook.(written) 2. Write a personal profile(written) 3.Group work: Make a dialogue of greeting people.(spoken)	

二、教学设计

步骤	教学内容	教学方法	教学手段	学生活动	时间分配
Introduction	Introduction to the whole course,teaching objectives and teaching contents of this unit.	Teacher’s Lecture	PP T		2 minute s
Training task 1(Review)	Review the important points in the last class.	Teacher’s introduction and Students’feedback.	Text book	Individual work	15 minute s
Training task 2(Vocabulary)	Meeting people	Let Ss discuss and finish the exercises in the textbook.	PPT Text book	Group work	15 minute s
Training task 3(Writing)	Personal and professional profiles	Let Ss read the profiles in the textbook. Then make a dialogue about it. Finally, write personal profiles.	MP3 Text book	Individual and Group work	20 minute s
Training task4	Job and work	Read and finish the exercise.	Text book	Individual work	15 minute s
Vocabulary Training Employee of the Year Divide Ss into task5 several groups			PPT	Group work	15 minute s
Award (Reading)		to discuss who is the employee of the Year Award. Questions and		teacher’s summary and	3 minute s
Summary sentence patterns in Module 2; business topics and skills.				students’ feedback	5
Homework 2.	1. Review Module one. 2. Finish exercises in After class workbook.			Individual Work	minute s
	3. Write a personal profile.				

	4.PreviewModule2				
Summary after class					

详案

Module 1

1.2 Personal and professional details

I. Aims and Objectives:

At the end of this session, the students should be able to:

- a. Know some businesswords.
- b. Know how to greet people.

II. Session Outline

1. Greetings

2. Duties:

- 1) Warmer (books closed): T asks Ss the questions about the last class.
- 2) Vocabulary:
 - a. T leads Ss finish the exercise about meeting people.
 - b. Check the Ss’ answers and let them practice how to meet people.
- 3) Writing
 - a. Divide Ss into small group and ask information of each other.
 - b. Let Ss report their partners’ information.
- c. Write personal profiles.
- 4) Vocabulary
 - a. Finish the exercise.
 - b. Discuss the answers in groups.
- 5) Reading
 - a. Ss read the profiles of the four persons in groups.
 - b. Decide who is the employee of the Year Award.
 - c. Report to the whole class by debating.
- 4. Self-study: let students finish the exercises in the book and check the answers.
- 5. Homework
 - 1) Grasp the main vocabularies and phrases and grammar points.
 - 2) Finish the exercises in the workbook.
 - 3) Finish a personal profile.
 - 4) Prepare a debate.

一、教案头

单元标题： 2. 1 Work in progress & 2.3 Writing Test format			
授课对象：		学时： 3	上课地点：
教 学 目 标	能力（技能）目标	知识目标	
	1.To be able to talk about temporary jobs. 2. To be able to talk about new projects.	1. To know the words and phrases about temporary jobs. 2. To know the grammar points. 3. To know the format of writing test.	
能 力 训 练 任 务 及 案 例	Task 1 Listening: New projects. Task 2 Grammar: The present continuous. Task 3 Reading: Temping is learning. Task 4 Speaking: Temporary jobs. Task 5: Vocabulary: Hiring and firing. Task 6: Writing Test Format		
教 学 组 织	在 BEC 的教学中, 主要采取分组教学的方法, 将班里的学生分为六组, 每组四人, 每组都是一个公司, 全班共六个公司, 学生既是班里的成员, 也是公司 ^学 的员工. 采取组组竞争和提问个人的方式, 既让锻炼学生的团队精神, 又能突显个人的能力。除此之外，贯穿分组讨论，个别演示，案例表演等方式组织教学。		
教 学 材 料	教科书； 教学辅助用书； 网络资源, 多媒体；		
作 业	1.Finish exercises in workbook.(written) 2.Talk about temporary jobs.(spoken)		

二、教学设计

步骤	教学内容	教学方法	教学	学生活动	时间
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			手段		分配
Introducti objectives	Introduction to the whole course, Teacher's Lecture	PPT on teaching			2 minute s
Training	and teaching contents of this unit. New projects.	Read and listen to	MP3		15
task 1(Listenin g) Training	The present	finish the task.	Textboo k	Individual work	minute s
task 2(Gramma r) Training	continuous	Let students study	PPT		15
task 2(Gramma r) Training	Temping is	the grammar by themselves and ask them questions. Let Ss discuss the	Textboo k	Group work	minute s
task 3(Reading) Training	learning	temp and finish the exercise.	Textboo k	Individual	
task 3(Reading) Training	Temporary jobs.	Let Ss discuss in		and Group work Questions	15 minute s 20
task 4(Speakin g) Training	Hiring and firing	group and report to the whole class.. Finish the	Textboo k PPT	and group work teacher's	minute s 15
task5 (Vocabula ry)		exercises and remember the vocabulary. Make more dialogues.		lecture	minute s
	Useful words,	Questions		teacher's	
Summary	expressions and sentence patterns in Module 2; business topics and skills. 1. Review part one	and answers		summary and students' feedback	3 minute s
Homewor k Summary after class	and three. 2. Finish exercises in workbook. 3. Arrange and confirm a meeting. 4. Preview 2.2	After class		Individual Work	5 minute s

详案

Module 2

2.1 & 2.3 Work in progress & Writing test format

I. Aims and Objectives:

At the end of this session, the students should be able to:

- a. Talk about temporary jobs.
- b. use the present continuous.

II. Session Outline

1. Greetings

2. Duties:

- 1) Warmer (books closed): T asks Ss the important points in the last module.
 - 2) Listening:
 - a. T leads Ss read the questions first.
 - b. Listen to finish the exercise.
 - c. Check the answers.
 - 3) Grammar;
 - a. Let Ss study the grammar rules.
 - b. Finish the exercises.
 - c. Check the answers and review the important points.
 - 4) Reading:
 - a. Read and finish the exercises.
 - b. Check the answers.
 - 5) Speaking:
 - a. Divide the Ss into groups to talk about temporary jobs.
 - b. Let Ss report their opinions out.
 - 6) Vocabulary: Finish the exercise and grasp the vocabularies.
 - 7) Vocabularies: update sb. on; ahead of schedule; behind schedule; temp; help out; administration; take off; plant; venue;
4. Self-study: let students finish the exercises in the book and check the answers.
5. Homework
- 1) Grasp the main vocabularies and phrases and grammar points.
 - 2) Finish the exercises in the workbook.
 - 3) Discussion: temporary job

《新编剑桥商务英语(初级)》课程单元教学设计

一、教案头

单元标题：2.2 Making arrangements		
授课对象：	学时：3	上课地点：

教学目标	能力（技能）目标	知识目标
	1. To be able to arrange and confirm meetings. 2. To be able to accept or refuse an invitation.	1. To know the key words in business environment about arranging and confirming a meeting. 2. To know the format of e-mail.
能力训练任务及案例	Task 1 Review: Review the important points in last class. Task 2 Listening: Arranging a meeting. Task 3 Writing: Confirming a meeting. Task 4 Grammar: Prepositions of time: at, in, on Task 5: Writing: Accepting an invitation.	
教的组织	在 BEC 的教学中, 主要采取分组教学的方法, 将班里的学生分为六组, 每组学四人, 每组都是一个公司, 全班共六个公司, 学生既是班里的成员, 也是公司员工. 采取组组竞争和提问个人的方式, 既让锻炼学生的团队精神, 又能突显个人的能力。除此之外, 贯穿分组讨论, 个别演示, 案例表演等方式组织教学。	
教学材料	教科书; 教学辅助用书; 网络资源, 多媒体;	
作业	1. Finish exercises in workbook.(written) 2. Write e-mails about arranging and confirming meetings.(written) 3. Write a reply: accepting an invitation.	

二、教学设计

步骤	教学内容	教学方法	教学手段	学生活动	时间分配
Introduction	Introduction to the whole course, teaching objectives and teaching contents of this unit.	Teacher's Lecture	PPT		2 minute s

Training task 1(Review)	Review the important points in the last class.	Teacher's introduction and Students' feedback.	Textbook	Individual work	15 minutes
Training task 2(Listening)	Arrange a meeting	Listen and finish the task in the textbook.	PPT Textbook	Group work	15 minutes
Training task 3(Writing)	Confirming a meeting	Practice to write e-mails on confirming a meeting.	MP3 Textbook	Individual and Group work	20 minutes
Training task 4(Grammar)	Prepositions of time: at, in, on	Divide into groups and finish the exercises.	Textbook	Individual and group work	15 minutes
Training task 5 (writing)	Accepting an invitation	Practice to write the reply of accepting an invitation.	PPT	Group work	15 minutes
Summary	Useful words, expressions and sentence patterns in Module 2; business topics and skills.	Questions and answers		teacher's summary and students' feedback	3 minutes
Homework	1.Review Module two. 2.Finish exercises in workbook. 3.Write an e-mail.	After class		Individual Work	5 minutes
Summary after class					

详案

Module 2

2.2 Making arrangements

I. Aims and Objectives:

At the end of this session, the students should be able to:

- a. arrange and confirm a meeting.
- b. write an e-mail.

II. Session Outline

1. Greetings

2. Duties:

1) Warmer (books closed): T asks Ss the questions about the last class.

2) Listening:

- a. Read the questions first and listen to it.
- b. Check the Ss' answers

3) Writing

- a. Discuss with partners the arrangements of meetings.
- b. Write an e-mail about confirming a meeting.

4) Grammar

- a. Finish the exercise.
- b. Discuss the answers in groups.

5) Writing

- a. Ss read the invitation first and then write a reply.
- b. Discuss in small groups about their written work.
- c. Report to the whole class.

4. Self-study: let students finish the exercises in the book and check the answers.

5. Homework

- 1) Grasp the main vocabularies and phrases and grammar points.
- 2) Finish the exercises in the workbook.
- 3) Finish a e-mail.
- 4) Prepare a debate.

一、教案头

单元标题：3.1 Company biography			
授课对象：		学时： 3	上课地点：
教 学 目 标	能力（技能）目标	知识目标	
	1. To be able to present your company. 2. To be able to read and make the company profile.	1.To know the key points in a company profile. 2.To know the usage of the past simple.	
能 力 训 练 任 务 及 案 例	Task 1 Review: Review the important points in last class. Task 2 Reading: The Man Behind McDonald's Task 3 Grammar: The past simple Task 4 Reading: company profiles Task 5: Speaking: presenting your company		
教 学 组 织	在 BEC 的教学中, 主要采取分组教学的方法, 将班里的学生分为六组, 每组四人, 每组都是一个公司, 全班共六个公司, 学生既是班里的成员, 也是公司 ^学 员工. 采取组组竞争和提问个人的方式, 既让锻炼学生的团队精神, 又能突显个人的能力。除此之外，贯穿分组讨论，个别演示，案例表演等方式组织教学。		
教 学 材 料	教科书； 教学辅助用书； 网络资源, 多媒体；		
作 业	1.Finish exercises in workbook.(written) 2. Prepare your company profile. (written and spoken)		

二、教学设计

步骤	教学内容	教学方法	教学	学生活动	时间
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