

四川托普信息技术职业学院教案

【外国语 系】

周次	第 1 周	第 1 次课	备 注
章节名称	Unit 1 Sports and Business Reading I: Nike, from small beginnings to world giant (I) Background Information & New Words and Expressions		45 分钟/一节 课
授课方式	理论课 (是) ; 实验课 () ; 实习 ()	教学时数	
教学目的与要求	1. Ss can finish the Pre-reading Part. 2. Ss can master some words and expressions related with sports. 3. Ss can finish the discussion of Sports with your partner. 4. Ss learn the words and phrases in this part by heart		
教 学 内 容 提 要			
Background Information & New Words and Expressions			
Pres-reading: Background Information 1. Brainstorm 1.1 words or expressions related with sports 1.2 Famous brands of sportswear. 2. Pair work Discuss the five questions of sports with your partner. About your favorite sport, sportswear, brand, Nike New Words and Expressions Explain the new words and phrases — Key Words: I. giant, revenue, athlete, retain, track, contribute, fit, logo, innovative, boom, reinforce, presence, principle, implement, strategy, endorse, gear, champion; — Phrases: I. move on, put sth. into practice, capitalize on, contribute to, name after, impose on, contract out, a fair share of, cash in, at the heart of, in turn, dream of, close to homework: 1. Review the new words and phrases. 2. Preview the passage			

教学重点与教学难点	教学重点: 1 Ss can master some words and expressions related with sports. 2. Ss can finish the discussion of Sports with your partner. 3. Ss learn the words and phrases in this part by heart	
	教学难点: 1. Ss can finish the discussion of Sports with your partner. 2. Ss learn the words and phrases in this part by heart	
讨论	讨论题: Do you like sports? And what is your favorite sport?	
思考	思考题: What do you think about Nike, one of the most famous sportswear brands in the world?	
作业	作业题: 1. Review the whole part 2. preview	
教学手段	Explanation Giving examples Multimedia Discussion	
教学参考资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后总结分析	Students can use the language points and vocabulary learned in unit 1 correctly	

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周次	第 1 周	第 2 次课	备 注	
章节名称	<p style="text-align: center;">Unit 1 Sports and Business</p> <p>Reading I: Nike, from small beginnings to world giant (I)</p> <p>Language points、 Passage Explanation and Culture Focus</p>		每课时 45 分钟。	
授课方式	理论课 (是) ; 实验课 () ; 实习 ()	教学时数		2
教学目的与要求	<ol style="list-style-type: none"> 1. Ss can understand the notes of this passage 2. Ss can master the important sentence structures 3. Ss can understand the whole passage sentence by sentence. 4. Ss can recite the first paragraph. 			
教 学 内 容 提 要				
Language points、 Passage Explanation and Culture Focus				
<ol style="list-style-type: none"> 1. Language points T explains the important language points One of ...Nouns; the most...; a supply of...; track sports; begin doing sth.; spend ... (in) doing sth.; dream of ; close to; at the heart of; a fair share of 2. Passage Explanation T explains the whole passage sentence by sentence and let Ss to recite the first paragraph. The important periods of time that mark new stages in the process of Nike's steady development. 1964---1972---1973---1985---1986---1996 3. Culture Focus Nike; Michael Jordan; Air Jordan; Football and soccer 4. Homework <ol style="list-style-type: none"> 4.1. review the whole passage 4.2. Do the part of the exercises: III,IV and Task 1 P12 				

教学重点与教学难点	教学重点: 1. Ss can understand the notes of this passage 2. Ss can understand the whole passage sentence by sentence. 3. Ss can recite the first paragraph.	
	教学难点: 1. Ss can understand the whole passage sentence by sentence. 2. Ss can recite the first paragraph.	
讨论	讨论题: Why did Knight and Bowerman develop their own brand name, Nike?	
思考	思考题: What is the essence of Nike's constant marketing campaign?	
作业	作业题: 1. review the whole passage 2. Do the part of the exercises: III,IV and Task 1 P12	
教学手段	Explanation Giving examples Multimedia Discussion	
教学参考资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后总结分析	Students can use the language points and vocabulary learned in unit 1 correctly	

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周次	第 1 周	第 3 次课	备 注
章节名称	Unit 1 Sports and Business Reading I: Nike, from small beginnings to world giant (I) Exercises and Post-reading		每课时 45 分钟。
授课方式	理论课 (是)；实验课 ()；实习 ()	教学时数	
教学目的与要求	1. Ss can finish the exercise part by themselves. 2. Ss can finish the post-reading part. 3. Ss can understand the whole content of this part.		
教 学 内 容 提 要 Exercises and Post-reading			
1. Exercises II. Choose the best answer to complete the following sentences. Nike, marketing strategy; Philip Hampson knight; Bill Bowerman III. Give the English words for the meanings provided Endorse; reinforce; implement; giant; revenue; logo IV. Put the proper forms of the following words or expressions in the blanks. V. Rewrite the following sentences and replace the underlined parts with appropriate words or phrases. 2. Post-READING Task 1: work in pairs Write the important periods of time in the process of Nike's development Task 2: work in groups Pick out a sport-related brand and discuss some questions Task 3: work in class Each group prepares a short report and present their 3. Homework Review what learned today and preview Reading II.			

教学重点与教学难点	教学重点: 1. Ss can finish the exercise part by themselves. 2. Ss can finish the post-reading part. 3. Ss can understand the whole content of this part.	
	教学难点: Ss can understand the whole content of this part.	
讨论	讨论题: If you were the producer, how would you take advantage of sport to boost your business?	
思考	思考题: What role does sport play in the marketing of the brand?	
作业	作业题: Review what learned today and preview Reading II.	
教学手段	Explanation Giving examples Multimedia Discussion	
教学参考资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后总结分析	Students can use the language points and vocabulary learned in unit 1 correctly	

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周次	第 2 周			第 1 次课		备 注
章节名称	Unit 1 Sports and Business Listening Comprehension Tasks					45 分钟/一节 课
授课方式	理论课 (是) ; 实验课 () ; 实习 ()			教学时数	2	
教学目的与要求	1. Ss can finish the lead-in. 2. Ss learn the words and phrases in this part by heart 3. Ss can talk something about the sports between the US and Europe 4. To improve students' listening comprehension through the part					
教 学 内 容 提 要 Lead-in Listening Comprehension Tasks						
Lead-in 1. Listening comprehension tasks 1.1 passage 1 Listen to passage 1 for the first time and then write out questions. Listen to passage 1 for the second time and then complete the exercises of Filling in the form and True or False questions. T explain the passage and let's Ss listen the whole passage again. 1.2 passage 2 Listen to passage 2 for the first time and then write out questions. Listen to passage 2 for the second time and then complete the multiple choice exercises. T explain this passage and let's Ss listen the whole passage again. 2. Spot Dictation Let's Ss to listen the passage twice, and then fill in the blanks. T explain this passage and let's Ss listen the whole passage again. homework: 1. Listen to the CD attached in the book and review what learned today 2. Review the new words and phrases.						

教学重点与教学难点	教学重点: 1. The new words and phrases of this listening part 2. talk something about the sports between the US and Europe	
	教学难点: talk something about the sports between the US and Europe	
讨论 思考 作业	讨论题: How to improve the ability of listening comprehension?	
	思考题: How to learn the new words and phrases efficiently?	
	作业题: Listen to the CD attached in the book and review what learned today	
教学手段	Explanation Giving examples Discussion Multimedia	
教学参考资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后总结分析	Students can use the language points and vocabulary learned in unit 1 correctly	

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【外国语 系】

周次	第 2 周			第 2 次课		备注
章节名称	Unit 1 Sports and Business Reading 2: Nike, from Small Beginnings to World Giant (II) Language points and comprehension					每课时 45 分钟。
授课方式	理论课 (是) ; 实验课 () ; 实习 ()			教学时数	2	
教学目的与要求	1. Ss learn the words and phrases in this part by hear. 2. Ss can understand the notes of this passage 3. Ss can understand the whole passage.					
教 学 内 容 提 要 Language points and comprehension						
1. Language Focus — Key Words: loom, horizon, trendy, gym, rugged, sink, fancy, inextricable, pitch, transfer, hiking — Phrases: roll in, prop up, call in, associate with, set out, put out, freshen up (with) 2. Reading Comprehension T will ask some Ss to explain one or two paragraphs (Para. 3 and 4) for all students. Then T will add some important points of these two paragraphs to Ss. Then T will explain the rest of the whole passage for the class. 3. Homework 1. Review the new words and phrases 2. Review the whole passage 3. Do the exercise on Page 15-20.						

教学 重点 与 教学 难点	教学重点 1. Ss learn the words and phrases in this part by hear. 2. Ss can understand the notes of this passage 3. Ss can understand the whole passage.	
	教学难点 1. Ss learn the words and phrases in this part by hear. 2. Ss can understand the whole passage.	
讨论	讨论题: What are the important factors that finally lead to Nike's brilliant success?	
	思考题: What role does a sports star play in the promotion of products?	
	作业题: 1. Review the new words and phrases 2. Review the whole passage 3. Do the exercise on Page 15-20.	
教学 手段	Explanation Giving examples Multimedia Discussion	
教学 参考 资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后 总结 分析	Students can use the language points and vocabulary learned in unit 1 correctly	

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周次	第 2 周	第 3 次课	备 注
章节名称	Unit 1 Sports and Business Reading 2: Nike, from Small Beginnings to World Giant (II) Exercises and Extended Activities		每课时 45 分钟。
授课方式	理论课 (是)；实验课 ()；实习 ()	教学时数 2	
教学目的与要求	1. Ss can finish the exercises 2. Ss can understand the reason of each question in this part. 3. Ss can master the extended activities: complimenting		
教学 内 容 提 要	Exercises and Extended Activities		
<p>1. Exercises</p> <p style="margin-left: 20px;">1.1 comprehension: True/ False/ Not mentioned</p> <p style="margin-left: 20px;">1.2 Discussion</p> <p style="margin-left: 20px;">1.3 Vocabulary</p> <p style="margin-left: 20px;">1.4 Translation</p> <p style="margin-left: 20px;">1.5 Cloze</p> <p>T will ask Ss to finish all the exercises of their own. T will ask some Ss to explain their results. Then T will make some necessary additions to each item.</p> <p>2. Extended activities</p> <p>Function and structure: complimenting</p> <p style="margin-left: 20px;">2.1 Learn the basic forms of informal and formal complimenting</p> <p style="margin-left: 20px;">2.2 Do the exercises of this part</p> <p>T will check all the answers and give the reasons.</p> <p>3. Homework</p> <p style="margin-left: 20px;">1. Review the exercises part.</p> <p style="margin-left: 20px;">2. Preview the part of special use.</p>			

教学重点与教学难点	教学重点: 1. Ss can finish the exercises 2. Ss can understand the reason of each question in this part. 3. Ss can master the extended activities: complimenting	
	教学难点: 1. Ss can understand the reason of each question in this part. 2. Ss can master the extended activities: complimenting	
讨论	讨论题: How to translate some Chinese sentences into English? e.g.: 由于母亲没有养老金, 姐妹俩每人每月出资 500 美元赡养她。	
思考	思考题: How to improve the ability of translation?	
作业	作业题: 3. Review the exercises part. 4. Preview the part of special use.	
教学手段	Explanation Giving examples Multimedia Discussion	
教学参考资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后总结分析	Students can use the language points and vocabulary learned in unit 1 correctly	

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周次	第 3 周 第 1 次课			备注
章节名称	Unit 1 Sports and Business Special Use: The Future Expressions Practical Reading: Football and Basketball Catalogue			每课时 45 分钟。
授课方式	理论课 (是); 实验课 (是); 实习 ()	教学时数	2	
教学目的与要求	<ol style="list-style-type: none"> 1. Ss can master different expressions of the future expressions. 2. Ss can understand the practical reading. 3. Ss can finish all the exercises of this part. 			
教 学 内 容 提 要 Special Use: The Future Expressions Practical Reading: Football and Basketball Catalogue				
<ol style="list-style-type: none"> 1. Special Use: The Future Expressions T uses the first part to explain the different kinds of the future expressions. Will/ shall; do; be doing; be going to do; will be doing; be to do; be about to do; be on the point of doing T lets Ss to finish the exercise of this part. And T will correct all of them. 2. Practical Reading: Football and Basketball Catalogue T let Ss to read this passage carefully and finish this part by their own, then check their answers. 3. Homework review the whole content of this unit 				

教学重点与教学难点	教学重点: 1. Ss can master different expressions of the future expressions. 2. Ss can understand the practical reading. 3. Ss can finish al the exercises of this part.	
	教学难点: 1. Ss can master different expressions of the future expressions. 2. Ss can finish al the exercises of this part.	
讨论	讨论题: Why Nike is one of the most famous sportswear brands in the world?	
思考	思考题: How to improve the ability of the listening comprehension?	
作业	作业题: review the whole content of this unit	
教学手段	Explanation Giving examples Multimedia Discussion	
教学参考资料	新编商务英语综合教程 教学参考书 2 网络资料	
课后总结分析	Students can use the language points and vocabulary learned in unit 1 correctly	