《演讲与沟通》教学大纲

1. 课程基本信息

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| 课程代码 | 6478 | 课程名称（中/英） | 演讲与沟通 | | |
| 开课学院 | 智能制造与信息工程 | 适用专业 | 大数据中美班 | | |
| 学 分 | 4分 | 总学时 | 64学时 | 理论学时 | 64 |
| 实践学时 | 0 |
| 课程性质 | 必修 | 课程类别 | 通识教育课程 | 考核方式 | 考查 |
| 先修课程 | 英语基础课程 | | | | |
| 选用教材 | 商务英语与沟通(英文版·第8版)，(美)考特兰·博韦//约翰·蒂尔，中国人民大学出版社，出版年2023年5月，ISBN 9787300315362 | | | | |
| 网络课程 |  | | | | |

1. 课程简介

Provides an overview of the skills and techniques utilized in developing, planning, and communicating messages effectively in business settings.

Topics are divided into four main parts:

Business Communication Foundations, The Three-Step Writing Process, Brief Business Messages and Longer Business Messages

1. 课程目标

At the completion of the course, students are able to:

1.Demonstrate proper mechanics of outlining, organizing, and delivering speeches that result in focused, unified, and coherent presentations.

2.Distinguish the perception associated with non-verbal behaviors in various interpersonal situations and assess the impact made.

3.Exhibit active listening and speaking skills.

4.Deliver speeches which exhibit effective use of the verbal and non-verbal components.

5.Apply the principles of effective communication by engaging in practical simulations to provide them with the relevant skills required in professional business settings

1. 课程内容与教学要求

**教程 第一章 （Unit One and Two）**

**（一）课程内容**

一、A detailed introduction to the course will be given and students will give a self-introduction in class. They will also engage in a Q and A session with the instructor and fellow students

Topics Covered 

1.Overview of Speech Preparation

2.Overview of key words and phrases in a speech

3.Critical evaluation of a presentation

4.Characteristics of good presentations

5.Techniques of speaking effectively

二、Students will learn how to plan and organize a presentation, evaluate the purpose of a presentation, and design content of a presentation based on the audience.

Topics Covered

1.The main factors to consider when planning a presentation

2.Determining the purpose and objectives

3.Understanding the audience

4.Developing confidence when speaking

**（二）教学要求**

1.Understand the relevant knowledge of communication.

2.Experience the difficult parts of English learning and corresponding cultural background knowledge.

3.Master key vocabulary, sentence patterns, and grammatical structures.

4.Key points：Overview of key words and phrases in a speech.

5.Difficult points：Techniques of speaking effectively/Developing confidence when speaking.

**教程 第二章（Unit Three and Four）**

**（一）课程内容**

Students will learn the importance of being familiar with the business environment, how to make a good impression on an audience, and proper voice techniques to use in delivering a presentation.

Topics Covered

1.Familiarization with the business environment

2.Preparation and delivery of impromptu speeches

3.Choosing and working with equipment

4.What to say and how to say it

5.Proper use of the speaker’s voice – verbal and non-verbal cues

**（二）教学要求**

1.Understand the relevant knowledge of communication.

2.Experience the difficult parts of English learning and corresponding cultural background knowledge.

3.Master key vocabulary, sentence patterns, and grammatical structures.

4.Key points：Preparation and delivery of impromptu speeches.

5.Difficult points：Proper use of the speaker’s voice – verbal and non-verbal cues .

**教程 第三章 （Unit Five and Six）**

**（一）课程内容**

一、In-class presentations and review of previous week’s content

二、Students will learn the importance of planning business messages and the use of key words and word families based on the topic of the speech.

Topics Covered

1.Key words used in the main content

2.Word families used in the main message

三、Topics Covered (required learning hours: 2 hours)

1.Proper use of language in discussing trends

2.Presentation phrases appropriate for beginning the speech

3. Choosing appropriate media channels

**（二）教学要求**

1.Understand the relevant knowledge of communication.

2.Master key vocabulary, sentence patterns, and grammatical structures.

3.Key points：Students will learn the importance of planning the content of a presentation and the use of key words and word families based on the topic of the speech.

4.Difficult points：Proper use of language in discussing trends.

**教程 第四章 （Unit Seven and Eight）**

**（一）课程内容**

一、Writing Routine and Positive Messages

Maintain productive working relationships by writing routine messages

quickly and easily

Writing Negative Messages Learn the secrets of sharing negative information in a thoughtful way

Writing Persuasive Messages Explore the techniques to make internal messages as well as marketing and sales messages more persuasive

二、Students will learn how to pitch their ideas in formal and informal settings.

Students will also do another round of presentations.

Topics Covered

1. Importance and use of eye contact, facial expressions, movement, gestures and appropriate posture in interpersonal communication

2. Effective choice of words and time management

3. Proper preparation of visuals used in a pitch

**（二）教学要求**

1.Students will learn how to promote their ideas in both formal and informal environments.

2.Master key vocabulary, sentence patterns, and grammatical structures.

3.Key points：Speech practice.

4.Difficult points：Importance and use of eye contact, facial expressions, movement, gestures and appropriate posture in interpersonal communication.

**教程 第五章 （Unit Nine and Ten）**

**（一）课程内容**

一、Students will learn the proper ways of using visuals in a presentation, planning content based on objectives, and planning the overall structure of the presentation.

Understanding and Planning Reports and

Simplify the process of writing informational and analytical reports and

Proposals

Writing and Completing Reports and

Create compelling visuals and put the finishing touches on formal reports

Topics Covered

1. Organization of visuals

2. How to use but not be completely dependent on visuals

3. Preparing the audience for visuals

4. Using visuals to build towards the conclusion

5. Proper content for the presentation

6. Structuring main content

7. Using mind maps in preparing content

8. Using note cards when giving a speech

9. Making the presentation interesting to the audience

10. Designing the overall structure of the presentation

二、Students will learn about negotiation and speaking in complex multicultural situations.

Students will also watch videos of various speakers in multiple settings

Topics Covered

1. Use of questions to engage people in a group scenario

2. Presenting in a multicultural scenario

3. Avoiding use of non-universal symbols and gestures in multicultural environments

**（二）教学要求**

1.Understand the correct way to use visual effects in presentations.

2.Master key vocabulary, sentence patterns, and grammatical structures.

3.Key points：Making the presentation interesting to the audience.

4.Difficult points：Presenting in a multicultural scenario.

**教程 第六章 （Unit Eleven and Twelve）**

**（一）课程内容**

一、Students will review and practise use of verbal and non-verbal cues for effective communication

二、Students will learn advanced techniques for creating effective messages for digital channels

三、Students will give another round of presentations

Topics Covered

1.Dealing with audience questions

2.Language used for inviting and clarifying questions from the audience

3.Proper phrases to use in ending the speech and thanking the audience

四、Students will learn how to prepare and give academic oral presentations.

Topics Covered

1.Presentation evaluation before, during, and after the presentation

2.Effective delivery techniques - a review

3.Presentation checklists for visuals, audience culture, and preparation of the speech

4.Engaging with panelists and fellow students

5. Blogging and social media content

**（二）教学要求**

1.Understand the effective requirements of communication.

2.Master key vocabulary, sentence patterns, and grammatical structures.

3.Key points：Presentation evaluation before, during, and after the presentation.

4.Difficult points：creating effective presentations especially video reinforcements and visual aids for enhancing audience interaction.

**教程 第七章 （Unit Thirteen and Fourteen）**

**（一）课程内容**

一、Developing and Delivering Business

Develop engaging presentations and conquer the anxieties that every

speaker feels

Building Careers and Writing Resumés

Succeed with two of the most important documents you'll ever write:

application letters and your résumé

Applying and Interviewing for Employment

Make sure your talent and value shine through as you progress through the

job-search process

Topics Covered (required learning hours: 1.33 hours)

1.Routine requests

2.Communicating with Bots

二、Students will create positive messages for various platforms both in Online and offline settings

Topics Covered

1.Presentation Application

2.Responding to the audience

3.Peer evaluation

**（二）教学要求**

1.Understand the effective requirements of communication.

2.Master key vocabulary, sentence patterns, and grammatical structures.

3.Key points：Presentation Language Learned.

4.Difficult points：Presentation Skills learned.

五、学时分配、教学方法及支撑课程目标

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| --- | --- | --- | --- | --- |
| **序号** | **教学单元名称** | **学时** | **主要教学方法** | **支撑的课程目标** |
| 1 | 教程 第一章 | 6 | 讲授法、讨论法、练习课 | 课程目标   1. Professional Communication in Today's See what it means to communicate as a professional and learn essential 2. Digital, Social, Mobile World concepts of ethics and diversity |
|  |  |  |  |
| 2 | 教程 第二章 | 6 | 讲授法、讨论法、练习课 | 课程目标   1. Collaboration, Interpersonal Communication 2. Learn how to work successfully in teams, collaborate on projects, and 3. Business Etiquette 4. improve listening and etiquette |
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| 3 | 教程 第三章 | 6 | 讲授法、讨论法、练习课 | 课程目标   1. Key words used in the main content 2. Presentation phrases appropriate for beginning the speech |
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| 4 | 教程 第四章 | 6 | 讲授法、讨论法、练习课 | 课程目标   1. Planning Business Messages 2. Discover a simple process that helps you write more effectively while 3. spending less time and energy |
|  |  |  |  |
| 5 | 教程 第五章 | 8 | 讲授法、讨论法、练习课 | 课程目标   1. Using mind maps in preparing content 2. Presenting in a multicultural scenario |
|  |  |  |  |
| 6 | 教程 第六章 | 8 | 讲授法、讨论法、练习课 | 课程目标   1. Completing Business Messages Make your writing more compelling with careful revision and produce   attractive messages in any medium |
|  |  |  |  |
| 7 | 教程 第7章 | 6 | 讲授法、讨论法、练习课 | 课程目标  Understanding and Planning Reports and Simplify the process of writing informational and analytical reports and  Proposals business proposals  Writing and Completing Reports and Create compelling visuals and put the finishing touches on formal reports |
| 期末考试复习 | 2 |  |  |
| 合计 | | 64 |  |  |

六、课程考核

**（一）考核要求**

1. 本课程为考试科目，成绩评定采用百分制。试卷命题依据教学大纲要求，侧重读写教材以及听力教材里的教学单元内容，并适当采用部分课外资源。命题符合教学大纲中规定的教学内容和教学要求。

2. 重点考核范围：课内部分考核内容包含教材里的教学单元内容，重点考核课文理解、重点词汇的理解和运用，以及听力技巧的运用。

3. 考核目标：本课程注重学生平时的学习投入、综合技能训练和积累，涉及学生的阅读理解能力、对课文主旨和重要细节的理解和把握、对课文重点单词句型的理解和运用、句子或段落中译英的翻译能力、英语写作以及听力技能。

4. 成绩评定方法：总评成绩由平时表现（占40%）和考试成绩（占60%）两部分构成。

**（二）成绩评定**

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| --- | --- | --- | --- | --- | --- |
| **序号** | **考核形式** | **考核方法** | **考核权重** | **考核对应的**  **课程目标** | **备注** |
| 1 | 课堂表现 | 出勤次数、课堂参与 | 5%、5% | 及时出勤 |  |
| 2 | 平时作业 | 作业 | 20% | 作业及时完成 |  |
| 3 | 期中考试 | 闭卷考试 | 20% | 对之前的所学知识进行测试 |  |
| 4 | 期末考试 | 闭卷考试 | 40% | 对学习知识的总结 |  |
| 总评成绩 | | 各项考核按权重相加 | 100% |  |  |
| **说明**：学生不提交或被认定为抄袭者，以0分计算。 | | | | | |

七、参考书目及学习资料

1.商务英语与沟通(英文版·第8版)，(美)考特兰·博韦//约翰·蒂尔，中国人民大学出版社，出版年2023年5月，ISBN 9787300315362

八、大纲说明

本课程实施分组教学，学生们互帮互助，以解决个体差异问题，取得更好的教学效果。

本课程课堂教学包含读写及课堂演示内容。语法、句型为教学以及考试考查重点。采用课堂教学和自主学习相结合的方式，并以教师引导下学生自主学习为主。除教材中的课文和课后习题，教师可根据学生实际水平，参考每单元主题和重点内容补充或布置适量作业满足学生的不同需求。