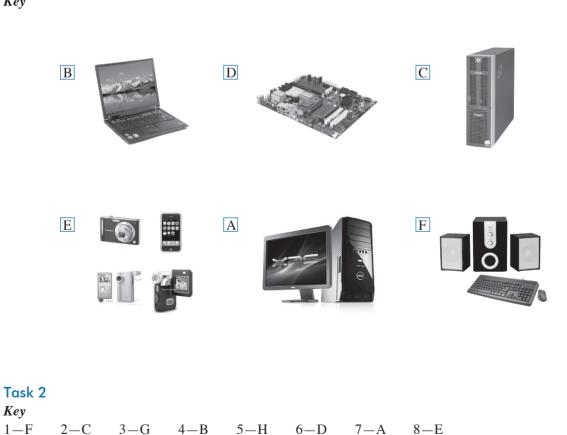


单元流程说明:

- 1. 本单元结合IT行业中的典型工作流程、工作场景, 概述IT行业中第一个工作环节——"业务接 洽";
- 2. 实力展示:公司通过介绍创建历史、创新能力、公司发展、主要业务、核心价值观等方面, 借以展示公司实力(Reading A),引起潜在客户的注意;
- 3. 客户接待及需求分析: 客户联系公司, 公司相关人员约见、接待客户, 询问分析客户需求, 向 客户提供选择参考意见,客户就相关事宜进行初步咨询 (Listening & Speaking);
- 4. 正式咨询与合作初步达成: 客户通过电子邮件向公司相关人员表达购买产品的意愿, 概述产 品要求,并对费用等事宜进行正式咨询(Reading B),公司相关人员通过电子邮件答复客户 (<u>Writing</u>);
- 5. 客户购买与委托设计意向表达: 客户向公司表达购买与委托设计意愿 (Reading B & Writing), 为下一单元流程做铺垫。



Task 1





Background Information

1. IBM

IBM, short for International Business Machine, was founded in 1911 in the United States. Today, its business covers more than 170 countries or areas in the world. In 2008, IBM made \$103.6 billion in its global business. In the same year, IBM registered 4,186 patents in the United States, making it the first company in the country which registers more than 4,000 patents in a single year.

2. Raleigh

Raleigh is the capital of the state of North Carolina and the seat of Wake County. Raleigh is known as the "City of Oaks" for its many oak trees. It is the second most populous city in North Carolina after Charlotte. Most of Raleigh is located within Wake County, with a very small portion extending into Durham County. The towns of Cary, Garner, Wake Forest, Apex, Holly Springs, Fuquay-Varina, Knightdale, and Wendell are some of Raleigh's primary nearby suburbs and satellite towns.

Task 1

Objective: Ss get ready to know about a well-known company, Lenovo.

Time: 10 minutes

Steps:

- ▶ Ss work in pairs or small groups to survey the questions. Write any useful vocabulary on the board.
- ▶ When Ss have finished talking, get one or two pairs to present an oral report of what they find out. Give each speaker a time limit.
- The rest of the class should listen and compare the answers and be prepared to discuss with the speakers.

Suggested Answers (Open)

Translation

-新世界,新思维 联想-

1984年,由于预见到计算机必将改变人们 的工作和生活方式,联想的创始人柳传志和十 个志同道合的同事创建了新技术开发公司,该 公司就是后来举世闻名的联想集团。

随后的几年里,本着公司的核心价值 一创新,联想实现了很多重要的技术突破: 观-例如发明了能将操作系统由英文翻译成中文的 联想汉卡,创造了轻敲一个按键就能上网的 "一键式上网"以及发展了联合应用技术。所有 这些创新奠定了联想十多年来在中国电脑市场 上的领先地位。

2003年,联想更名为Lenovo,准备进军海 外市场。两年后,联想收购了IBM 个人电脑部。 如今,联想全球雇员超过2.5万人,总部位于北 卡罗莱纳州的罗利,研发中心设在中国、日本 和美国。除了中国的电脑生产和装配厂外,联 想在美国、墨西哥、巴西和其他国家也建有生 产和分销中心。

现在,联想的主要业务涉及开发、制造和 销售高质量个人电脑产品及增值服务。其在全 世界生产销售的产品包括著名的 ThinkPad 笔记 本电脑和ThinkCentre台式机。在中国,联想占 有约三分之一的个人电脑市场。产品除天骄、 锋行家用台式机以及扬天、开天商用台式机外, 联想还有一条包括服务器、外设和数码娱乐产 品在内的生产线,这条生产线产品丰富,日益 扩大。

联想总是将其公司价值观牢记在心: 服务 客户、创业创新、精准求实和诚信共享。联想 致力于成为一家世界性的公司,设计并提供新 颖动人的产品和服务来满足全球顾客的需求。

Objective: Ss can skim a passage to get the main idea of each paragraph. *Time:* 5 minutes

Steps:

- ▶ Pre-teach breakthrough, foundation, expansion.
- Get Ss to skim each paragraph for the main idea.
- Ss work in pairs. Check the answers with the whole class by getting one or two Ss to read their answers aloud.
- Get Ss to give reasons for their answers.

Key

Paragraph 1 Paragraph 2 Paragraph 3 Paragraph 4 Paragraph 5 A. Important breakthroughs B. Foundation C. Company values D. Main businesses E. Expansion

Task 3

Objective: Ss can find specific information to answer the given questions.

Time: 10 minutes

Steps:

- Ss read the direction and given questions in this task.
- ► Ss read the passage carefully and answer the given questions.
- Check the answers.

Suggested Answers

- 1. New Technology Developer Inc.
- 2. The invention of Legend Chinese character card, the creation of "one-touch-to-the-net" computers, and the development of the collaborative application technology.
- 3. To prepare for its expansion into the overseas market.
- 4. Lenovo's main businesses include developing, manufacturing and marketing high-quality PC products and value-added services.
- 5. Lenovo's values are customer satisfaction, innovative spirit, accuracy, and trustworthiness.

Task 4

Objective: Ss know some useful terms needed to understand the passage.

Time: 5 minutes

Steps:

- ► Ss read Reading A Task 4.
- ▶ Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

1—A 2—J 3—E 4—B 5—C 6—F 7—D 8—G 9—H 10-	I—A	2—J	3—Е	4—B	3—C	6—F	/—D	8—G	9—H	10-
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Objective: Ss can find specific information to fill in the blanks.

Time: 10 minutes

Steps:

- Ss read the direction and given sentences in this task.
- ▶ Ss listen to the conversation and fill in the blanks.
- Check the answers.

Script

- Susan: Good morning. Lenovo Company. This is Susan Pacher speaking. What can I do for you?
- **Paul:** Good morning. This is Paul Lee, purchasing manager from Tormarch Company. I'd like to talk with your sales manager to learn about your enterprise laptops targeted at small-to-medium businesses.
- **Susan:** I'm sorry, our sales manager is occupied at the moment. Would you like to make an appointment?

Paul: Yes, that'll be great.

Susan: How about 10 o'clock tomorrow morning? **Paul:** OK, let's make it at 10.

Suggested Answers

- 1. secretary; client
- 2. purchasing; enterprise laptops
- 3. sales; occupied

Task 2

Objective: Ss can record information about receiving a client.

Time: 10 minutes

Steps:

- ► Ss read the direction and given items in this task.
- Ss listen to the conversation and record the needed information.
- Check the answers.

Script

- Susan: Good morning. May I help you, Sir?
- **Paul:** Good morning. I'm Paul Lee, purchasing manager from Tormarch Company. I'm here to meet with your sales manager, Eric Zhang at 10.
- **Susan:** Oh, nice to meet you, Mr. Lee. I'm Susan Pacher, secretary of Mr. Zhang. We talked on the phone yesterday.
- Paul: Yes. Nice to meet you, too, Ms. Pacher.
- **Susan:** Mr. Zhang will see you in a minute. Please take a seat first. Mr. Lee, would you like something to drink?
- Paul: Yes, thank you.
- Susan: Tea or coffee?

Paul: Coffee, please, with milk and sugar.

Susan: OK. It'll be ready in a moment.

(Five minutes later, the telephone rings. Susan answers the phone and turns to Mr. Lee.)

- Susan: Mr. Lee, Mr. Zhang is expecting you in his office.
- **Paul:** Good. Would you please tell me his room number?
- **Susan:** Sure, it's Room 305. Let me show you there. **Paul:** Thank you.

Suggested Answers

Visitor's name: Paul Lee

Purpose of the visit: to meet with the sales manager, Eric Zhang

- Time and place for the appointment: at 10, Eric Zhang's office, Room 305
- Drink preference(s): coffee, with milk and sugar

Task 3

Objective: Ss can find specific information to answer the given questions.

Time: 15 minutes

Steps:

- Ss read the direction and given questions in this task.
- Ss listen to the conversation and answer the given questions.
- Check the answers.

Script

- Lisa: Good afternoon. Purchasing Department of Tormarch Company. This is Lisa Gardner speaking.
- Susan: Good afternoon. I'm Susan Pacher from Lenovo Company. Our sales manager, Mr. Zhang would like to know more about your specific needs in choosing our enterprise notebooks, so we can make proper recommendations.
- Lisa: Oh, yes. Mr. Lee is not in at the moment. But he told me to give you our needs if you call. I know last time he talked with Mr. Zhang about quality and security; these are our basic requirements. He also hopes that the laptops have easy access to networks and nice looks in design.
- Susan: Let me write them down, easy access to networks and nice looks.
- Lisa: Exactly. In addition, affordability is a major concern as well. Mr. Lee hopes the price for those laptops won't be too high.
- Susan: OK, I'll tell Mr. Zhang about all your considerations.

Suggested Answers

- Because the sales manager, Mr. Zhang wants to know more about Tormarch Company's specific needs in choosing Lenovo's enterprise notebooks so as to make proper recommendations.
- 2. Quality and security.
- 3. Easy access to networks, nice looks in design and affordable price.

Task 4

Objective: Ss can understand specific information and decide whether the given statements are true or false.

Time: 10 minutes

Steps:

- Ss read the direction and given statements in this task.
- Ss listen to the conversation and write down T or F.
- Check the answers.

Script

Mr. Zhang: Susan, have you phoned the Tormarch Company about their specific requirements of our laptops?

Susan: Yes. Here is a list of their requirements.

Mr. Zhang: Good. Thank you. By the way, I must go to Hainan for a promotional campaign tomorrow. So please inform our sales representatives that the meeting scheduled tomorrow has to be changed to 3 o'clock this afternoon.

Susan: I see. At the same place?

- **Mr. Zhang:** Yes. Please also remind them to bring the local sales analysis report with them.
- **Susan:** Sure. I will call them now. Do you also need me to book the ticket for your trip tomorrow?

Mr. Zhang: Yes, please.

Susan: What time are you going to leave?

Mr. Zhang: Around 8:00 to 9:00 o'clock tomorrow morning.

- **Susan:** When are you coming back? Shall I book a return ticket for you?
- **Mr. Zhang:** Yes, that will be good. I'll be back on Thursday.
- **Susan:** Do you need me to prepare anything before you leave tomorrow?

Mr. Zhang: Not this time, Susan, thank you anyway.

Key

1. F 2. F 3. F 4. T 5. T

Task 5

Objective: Ss can choose the items mentioned in the listening exercise.

Time: 5 minutes

Steps:

- ▶ Pre-teach payroll, bank transaction, maintenance.
- Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

Script

The General Responsibilities of Secretaries

In a company, secretaries have many responsibilities in the office. They type and send letters, emails and other correspondence, receive and distribute the incoming mails. They answer phone calls and put them through to the appropriate people. They may greet customers and visitors and set up meetings and appointments for various people in the company. In charge of purchasing office supplies, they may also schedule and organize maintenance and check-ups on all of the office equipment. What mentioned above are the general responsibilities of secretaries. But remember, if you're employed as a secretary, it would be a good idea to check with the company to see if there are any specific duties.

Key

- ✓ type letters and emails
 proofread letters
 ✓ receive and distribute mails
- \checkmark answer phone calls and put them through to the right people

prepare payrolls

- make copies and send faxes
- \checkmark greet customers and visitors
- complete bank transactions
- \checkmark set up meetings and appointments
- \checkmark purchase office supplies
- ✓ maintenance and check-ups on office equipment



Objective: Ss know how to make short conversations.

Time: 10 minutes

Steps:

- ► Ss read the example in this task.
- ► Ss choose the roles.
- ► Ss make the conversation.
- ► Ss role-play the conversation in class.

Sample

Lily / Mr. Brown / make a speech at the meeting this afternoon / fly to Kunming for a promotional campaign of the newly-designed notebooks

A: Good morning, Lily. What's my schedule for today?

- B: Good morning, Mr. Brown. You are supposed to make a speech at the meeting this afternoon.
- A: I see. What else? / Anything else?
- B: You will fly to Kunming for a promotional campaign of the newly-designed notebooks.

Task 2

Objective: Ss know how to receive a client in the office.

Time: 10 minutes

Steps:

- ▶ Ss read the direction and pay special attention to the given instructions.
- ► Ss choose the roles.
- Ss make the conversation.
- ► Ss role-play the conversation in class.

Sample

- A: Good morning. I'm James Huang from Tormarch Company.
- **B:** Good morning. Welcome to Lenovo.
- A: I'm glad to be here. Your company is one of the leaders in the PC market and the whole industry.
- **B:** Thank you for saying so. Please take a seat.
- A: OK, thanks.
- B: Do you want something to drink. Coffee or tea?
- A: Tea, please.
- **B:** No problem. It'll be ready in a minute.
- A: Thanks a lot.

Objective: Ss can make a conversation between a manager and a secretary. *Time:* 15 minutes

Steps:

- ▶ Ss read the direction and expressions given in the Language Focus Box.
- ► Ss discuss and finish the conversation.
- ► Check the answers.
- ► Ss role-play the conversation in class.

Sample

Sumple	
Susan:	Good afternoon, Mr. Zhang. I have phoned the Tormarch Company about their
	requirements of our products.
Mr. Zhang:	Great. What did they say?
Susan:	They said that the products should be reliable and secure.
Mr. Zhang:	Yes, of course.
Susan:	Besides, they hope that the laptops can have easy access to networks.
Mr. Zhang:	That makes sense. Easy connection to the Net can help them do business better.
	Anything else?
Susan:	They also asked about the possible discount we could offer.
Mr. Zhang:	How much are they willing to pay for each?
Susan:	9,000 <i>yuan</i> at most.
Mr. Zhang:	I see. Is that all?
Susan:	No. They also mentioned the design. In their mind, a nice look of the computer is as
	important as its performance.
Mr. Zhang:	Really? That's interesting.

Task 4

Objective: Ss know how to offer tips on how to use the printers to colleagues.

Time: 15 minutes

Steps:

- ▶ Ss read Speaking Task 4 and pay special attention to the given tips.
- ► Ss choose the roles.
- ► Ss make the conversation.
- ► Ss role-play the conversation in class.



Background Information

ThinkPad SL series

ThinkPad SL series, known as "the ultimate small business tool", has the reliability and durability small businesses require. It has the quality the ThinkPad brand is known for, as well as services and features tailored to meet their specific needs. This series has three models: SL300, SL400 and SL500.

Translation

收件人: susanpacher@lenovo.com

抄 送:

主 题:关于商用笔记本的进一步咨询

亲爱的苏珊:

在和贵公司销售经理张先生见面及打电话谈论购买意向后,我们对贵方所推荐的ThinkPad SL 系列笔记本较感兴趣。

您知道,我们是以职业培训为特色的一家小公司。贵公司产品所具备的先进技术如内置高速移 动宽带连接、完美的多媒体性能以及时尚设计恰恰能满足我们的需求。另外,产品所附带的软件和 服务包似乎正是为我们这样的公司开发的。有了这些,我们能及时解决网络连接、密码管理、数据 恢复以及电脑更新方面可能遇到的问题。

但是,在看过贵方的报价单,并和其他商家所提供的报价单进行对比之后,我觉得贵方报价偏高。所以我想写信了解一下,如果我们大宗采购的话,贵方能否给予折扣。假如我们一次购买一百 台,贵方能否提供九折优惠?

另外,我还想询问贵方的局域网设备情况,因为我们公司很快将要组建一个局域网。贵方能否 发给我们相关产品的宣传册以便我们先行了解?

希望尽快得到贵方答复。

你诚挚的 保罗·李

Objective: Ss can scan an email to find the features of ThinkPad SL series. *Time:* 10 minutes

Steps:

- ► Ss read Reading B Task 1.
- ► Ss read the email.
- Allow enough time for Ss to fill in the blanks.
- ► Ss compare their work with others.
- ► Comment briefly. Provide the points Ss have missed.

Key

- 1. broadband
- 2. multimedia
- 3. design
- 4. packages
- 5. help

Task 2

Objective: Ss can find specific information to answer each question.

Time: 10 minutes

Steps:

- ► Ss read Reading B Task 2.
- ▶ Ss read the email and choose the correct answer to each question.
- ► Check the answers.

Key

1. D 2. C 3. D 4. A

Task 3

Objective: Ss know some useful terms needed to understand the email.

Time: 10 minutes

Steps:

- Ss read Reading B Task 3.
- ▶ Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

1—С	2—A	3—D	4—Е	5—Н	6—J	7—F	8—G	9—В	10—I
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Objective: Ss can correctly write an email.

Time: 30 minutes

Steps:

- ► Ss read Writing Task.
- ► Ss discuss in small groups.
- ► Ss work on the task individually.
- ► Give help if needed.
- ► Comment briefly.

Suggested Answers

1. interest 6. agreed

2. series 3. choosing 7. discount

8. contract

4. career training 9. brochures

5. sales manager 10. equipment

T-11



This project is an integrated task that requires Ss to work together and go through the process of promoting the image of an IT company. Ss should know how to best demonstrate a company's strength by designing brochures. Ss are also required to know how to evaluate the group's performance and improve the ways of promotion. Finally, Ss should send the promotional products to the company involved to see if the project is workable.

Time: 30 minutes

Steps:

- Grouping. Divide the class into groups. There are several ways: Ss pick up their own partners; Teachers group fast learners with slow learners; Ss find their partners by drawing lots.
- ▶ Defining project. Go through the project with the class and clarify requirements.
- ► Timing & cooperation. Give Ss the deadline for completion and guidelines on working together. Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions from the teacher should come in. Make Ss fully aware that teamwork is the essential part of the practice. Remind them that different Ss have different work but everybody contributes to the project. They discuss first and then decide who will do what.
- Presentation. Ss present their evidence for completion. In this project, they need to present their brochures or other promotional products. Ask them to hand in their work after they study the whole unit.

Notes:

- ▶ The project should be done as homework.
- Since it takes time and effort to complete a project, you can ask only two or three groups to do it each time. Then demonstrate their work in class and give your feedback. In this way, Ss learn from each other.



Objective: Ss can evaluate their language skills in accordance with the *Unit Objectives*.

Time: 5 minutes

Steps:

- ► Go through the evaluation list with Ss.
- ► Ss tick the boxes on the list alone.
- ► Ss compare their work with others.
- Ask several Ss to report their self-evaluation results.
- ► Comment briefly.



Language Points

Reading A

- Paragraph 1
- 1. *vision: n. power of looking ahead* e.g. His vision helps him to achieve great success.
- 2. *like-minded:* adj. having similar interests and opinions

e.g. She likes the trip very much because of the opportunity to meet with hundreds of like-minded people.

Paragraph 2

- 3. *bear in mind:* to remember; to keep in one's mind e.g. Please bear in mind what I have told you in class.
- 4. *innovation: n. introduction of new things*
- e.g. They regard innovation as the key to their company's rapid development.
- 5. *breakthrough: n. an important new discovery* e.g. The meeting of the two presidents made a breakthrough in the relations between the two countries.
- 6. *contribute to:* to be one of the causes or features of something e.g. They contributed weather to the delay of their arrival.

Paragraph 3

- be located in: to be in a particular position
 e.g. His house is located in the suburbs of the city.
- 8. *facility: n.* [*usu. facilities*] rooms, equipment, or services that are provided for a particular purpose e.g. The kitchen is equipped with many modern facilities.

Paragraph 4

9. in addition to: besides

e.g. In addition to the money that my mother gave me, I have some savings myself to buy the book.

Paragraph 5

- 10. accuracy: n. correctness, exactness
 - e.g. Is accuracy more important than fluency when one speaks a certain language?
 - c.f. accurate: adj.
 - e.g. You must be more accurate with your work next time.
- 11. trustworthiness: n. dependability
 - e.g. Trustworthiness is a moral value considered to be a virtue.
 - c.f. trustworthy: adj.
 - e.g. To many of his colleagues, he is a trustworthy man.

Reading B

Subject

- 1. inquiry: n. request for help or information
 - e.g. I want to express my thanks to you for your inquiry about our products.

Paragraph 2

- 2. timely: adj. done or happening at exactly the right time
 - e.g. This company is committed to serve customers in a timely manner.



Objective: Ss know the spelling and meaning of the vocabulary for Reading A.

Time: 5 minutes

Steps:

- ► Ss read Vocabulary and Structure Task 1.
- ► Allow 5 minutes for Ss to do the task.
- Ss close their books and do the following: Ss work in pairs. One student reads the items randomly in the column on the right while the other writes down the words or phrases.
- ► Ss switch roles.
- Check the answers.

Key

1. vision	2. innovation	3. breakthrough	4. core	5. additional
6. consumer	7. facilities	8. strive	9. contribute to	10. bear in mind

Task 2

Objective: Ss grasp the vocabulary from this unit by changing parts of speech.

Time: 10 minutes

Steps:

- Ss read Vocabulary and Structure Task 2.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in the brackets.
- ► Ask Ss to work individually.
- ► Check the answers.

1. additional	2. expanded/expands	3. competition	4. broadening	5. accuracy
6. trustworthy	7. innovate	8. consumed	9. recommend	10. stylish

Objective: Ss can use the vocabulary from this unit in other contexts. *Time:* 10 minutes

Steps:

- ► Ss read Vocabulary and Structure Task 3.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in the box.
- ► Ask Ss to work individually.
- Check the answers.

Key

1. vision	2. update	3. features	4. contributed to	5. located
6. clipping	7. built-in	8. expectation	9. inquired	10. marketing

Task 4

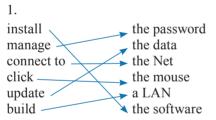
Objective: Ss know some useful collocations.

Time: 5 minutes

Steps:

- Ss read Vocabulary Task 4.
- ▶ Ss do this exercise alone and then compare the answers with a partner.
- Check the answers with the whole class.

Key



2. type take arrange answer deliver purchase 2. notes letters appointments office supplies mails



Part of Speech

Task 1

Key				
1. <i>n</i> .	2. <i>v</i> .	3. <i>v</i> .	4. <i>n</i> .	5. <i>adj</i> .
6. <i>v</i> .	7. <i>adj</i> .	8. <i>v</i> .	9. <i>adj</i> .	10. <i>adv</i> .
Task 2				
Key				
1. the	2. the	3. the	4. an	5. a
6. a	7. a	8. the	9. a	10. a
11. the	12. the	13. a	14. a	15. The
16. The	17. the	18. The		

Unit 1 Liaison 🖢

Task 3 Kev

кеу				
1. kindly	2. well	3. efficient	4. surprising	5. quick
6. late	7. fluently	8. nearly	9. pleasantly	10. busily
11. casy	12. differently	13. absolute	14. well	
Task 4 Key				

1. studying	2. speaking	3. communicating	4. meeting	5. doing
6. spend	7. hearing			

T-18

词类及其之间的相互关系

教学思路 (供参考)

- 总的原则:加强学生对词性的认识,明白词性在英语学习中的重要作用,克服学生只记单词拼写和 意思而不记单词词性的毛病。
- 重点训练:1.一词多性的情况,让学生明白具体的语言环境决定一个词的词性及其意思;
 - 2. 词与词之间的修饰关系。

Comprehensive Exercises

Task 1

<i>Key</i> 1. wonderful time 6. conversation	2. advices 7. luggages	3. a chicken 8. eggs	4. photoes 9. sheeps	5. businesses 10. experiences
Task 2 <i>Key</i> 1. expensive 6. really	 2. confidence 7. earlier 	 loudly monthly 	4. learning 9. cleverest	5. certainly 10. lively
Task 3 Key				

1. quickly

2. good cook

3. extremely foolishly



4. very friendly to us 9. perfectly	5. practical 10. heavily	6. hard	7. sadly	8. fast swimmer
Task 4				
Key				
1. health	2. suddenly	3. blindly	4. deafly	5. quick
6. hardly	7. Final	8. clear	9. good	10. extensive
11. tireless	12. mainly	13. full	14. natural	15. equal