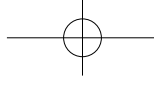


# Scope and Sequence

| Unit                              | Topic                                | Listening & Speaking   |
|-----------------------------------|--------------------------------------|--|
| 1<br>p1-p10                       | May I Have Your Name, Please?        | Receiving visitors;<br>Talking about how to use a printer                                |
| 2<br>p11-p20                      | Would You Like to Know the Schedule? | Making appointments;<br>Reporting work schedules   |
| 3<br>p21-p30                      | Why Did You Choose Our Company?      | Talking about job-hunting;<br>Interviewing   |
| 4<br>p31-p40                      | Travel Arrangements                  | Talking about travel activities;<br>Describing travel products                           |
| 5<br>p41-p50                      | Hotel Service                        | Helping guests check in;<br>Offering express laundry service                             |
| 6<br>p51-p60                      | A Good Tour Guide                    | Talking about the qualities of a good tour guide;<br>Dealing with travelling emergencies |
| 7<br>p61-p70                      | It's in the Sale                     | Helping customers choose products;<br>Helping customers at the cash register             |
| 8<br>p71-p80                      | Online Service                       | Helping customers buy products online;<br>Dealing with online shopping problems          |
| 9<br>p81-p90                      | How Can I Serve You Better?          | Talking about shopping experience;<br>Dealing with after-sales problems                  |
| <b>Appendices p91</b>             |                                      |  |
| <b>Notes to the Texts p92-p98</b> |                                      | <b>Words and Expressions p99-p105</b>  |

注：带有◎符号的部分为写作任务。



| Reading & Writing   | Extended Activities   | Culture Corner                     |
|---|---|------------------------------------|
| An email about team building;<br>A to-do list<br>◎ A memo                                     | Booking a restaurant for a dinner party                       | Business reception etiquette       |
| Meeting minutes;<br>A news report<br>◎ An email   | Making a plan for a business trip                             | Time management tips               |
| An application letter;<br>A lecture notice<br>◎ A resume                                      | Choosing a qualified candidate for a position                 | Characteristics of a good employee |
| A travel plan;<br>A message to clients<br>◎ An email  | Making travel plans for clients                               | Different kinds of travelling      |
| Dealing with hotel emergencies;<br>A noticeboard<br>◎ A letter of apology                     | Helping guests check out                                      | Different kinds of accommodation   |
| A tour guide's welcome speech;<br>A thank-you note<br>◎ A WeChat message                      | Choosing a qualified tour guide for a travel agency           | Importance of cultural differences |
| An email about a promotional plan;<br>Different promotional posters<br>◎ A promotional poster | Making a promotional plan for a new product                   | Sales culture in Britain and China |
| An online promotional letter;<br>Product reviews<br>◎ A reply to a product review             | Choosing a logistics company for product delivery             | Well-known logistics companies     |
| A complaint letter;<br>A follow-up email to customers<br>◎ A reply to a complaint letter      | Offering after-sales service according to the warranty policy | Honesty is the best policy         |

**Supplementary Terms** p107-p109