

2017-2018 学年春季学期、夏季学期校历

（春季学期教学周自 2018 年 2 月 26 日—2018 年 6 月 29 日，共 18 周；夏季学期教学周自 2018 年 7 月 2 日—2018 年 7 月 27 日，共 4 周）

周次	月份	一	二	三	四	五	六	日	每周常规工作安排	学期
★1	二	19	20	21	22	23	24	25	2018 年 2 月 24-25 日（农历正月初九-初十）教职工上班，2 月 26 日（农历正月初十）学生返校。	春 季 学 期
1		26/26	27/27	28/28	1	2	3	4	2 月 26 日（农历正月初十）学生正式上课。	
2		5	6	7	8	9	10	11		
3	三	12	13	14	15	16	17	18	3 月 16 日上午全校学术委员会例会。	
4		19	20	21	22	23	24	25		
5		26	27	28	29	30	31	4/4		
6		2	3	4	5	6	7	8	4 月 5 日清明假期。	
7		9	10	11	12	13	14	15		
8	四	16	17	18	19	20	21	22	4 月 22 日（农历三月廿二）清明节假期。	
9		23	24	25	26	27	28	29		
10	二	30/4	1	2	3	4	5	6	5 月 1 日（五一）国际劳动节。	
11	五	7	8	9	10	11	12	13		
12		14	15	16	17	18	19	20	5 月 16 日，校庆日。	
13		21	22	23	24	25	26	27		
14		28	29	30	31	1/6	2/6	3/6		
15	六	4	5	6	7	8	9	10		
16		11	12	13	14	15	16	17	6 月 14 日，校学位评定委员会例会。 第 16 周（2016 级、2017 级研究生学位课结束）。	
17		18	19	20	21	22	23	24	6 月 18 日，端午节。 6 月 19 日（2018 级研究生开题答辩暨学位课考试）。	
18		25	26	27	28	29	30	1/6/7	2016 级、2017 级研究生学位论文答辩。 6 月 29 日春季学期结束。	
1	七	2	3	4	5	6	7	8	7 月 2 日-7 月 27 日夏季学期。	夏 季 学 期
2		9	10	11	12	13	14	15	2017 级研究生进行专业实习。	
3		16	17	18	19	20	21	22		
4		23	24	25	26	27	28	29		
		30/7	31/8	1	2	3	4	5	7 月 28 日，学生放暑假。2016 级和 2017 级研究生假期 35 天。9 月 1 日返校，9 月 3 日正式上课。	
		6	7	8	9	10	11	12	7 月 28-29 日教职工正常上班，7 月 30 日放暑假。假期 33 天。9 月 1-2 日上课。	
	八	13	14	15	16	17	18	19	2018 级研究生 9 月 5 日返校。	暑 假
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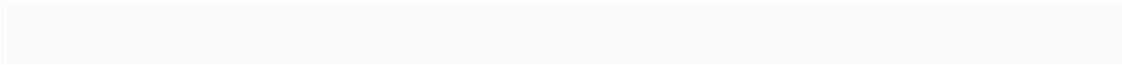
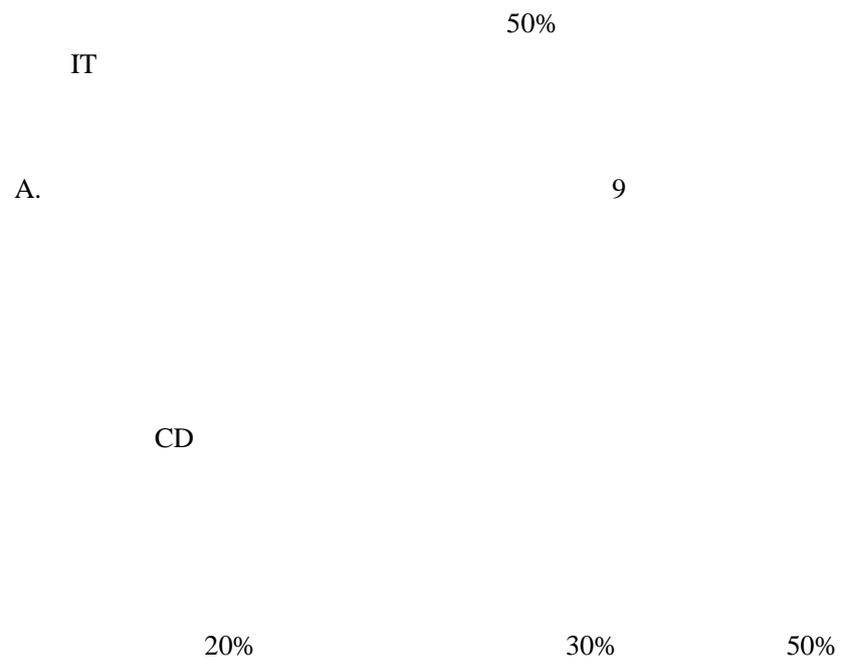
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Unit 6 Advertising

Classwork Course Book	Further work
Starting up Talk about the advertisements in the book Vocabulary: Advertising media and methods Listening: Planning advertising campaigns	Assignments: Do all the exercises in this unit.
Reading: Successful advertising Skills: Starting presentations	Language review: Articles
Case study: Focus advertising	Practice File
Ss make the oral presentation and writing skills will be introduced.	Writing (page 137)

Unit 7 Cultures

Classwork Course Book	Further work
Starting up Talk about the importance of culture in all aspects. Vocabulary: Idioms Listening: Cultural awareness.	Assignments: Do all the exercises in this unit.
Reading: Cultural advice Skills: Social English	Language review: Advice, obligation and necessity
Case study: Visitors from China	Practice File
Ss make the oral presentation and writing skills will be introduced.	Writing (page 133)

A Revision

Unit 8 Employment

Classwork Course Book	Further work
Starting up Think about jobs you ve had and interviews you ve attended. Vocabulary: The recruitment process Listening: Headhunting	Assignments: Do all the exercises in this unit.
Reading: Retaining good staff Skills: Managing meetings	Language review: Indirect questions and statements
Case study: Slim gyms	Practice File

Ss make the oral presentation and writing skills will be introduced.	Writing (page 132)
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Unit 9 Trade

Classwork Course Book	Further work
Starting up What is globalization? Listening: Negotiating techniques Vocabulary: Free trade	Assignments: Do all the exercises in this unit.
Reading: Fair trade Skills: Negotiating	Language review: Conditions
Case study: Ashbury Guitars	Practice File
Ss make the oral presentation and writing skills will be introduced.	Writing (page 133)

Unit10 Quality

Classwork Course Book	Further work
Starting up Give examples of high-quality products or services. Vocabulary: Quality control and customer service Listening: Quality management	Assignments: Do all the exercises in this unit.
Reading: Old-fashioned quality Skills: Telephone complaints	Language review: Gerunds and infinitives
Case study: Brookfield Airport	Practice File
Ss make the oral presentation and writing skills will be introduced.	Writing (page 136)

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	Unit 8 Employment	4.5				

Unit 10 Quality (presentation about case study of Unit 8) 4.5

Revision1 (presentation of Unit 9) 4.5

Unit 11 Ethics (presentation Unit 10) 4.5

Unit 12 Leadership (presentation Unit 11 (4.5)

Unit 13 Innovation (presentation of Unit 12) 4.5

Revision 2 (presentation of Unit 13) 4.5

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