



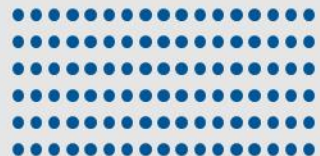
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职场通用篇 (第二版)


新素养英语 基础模块

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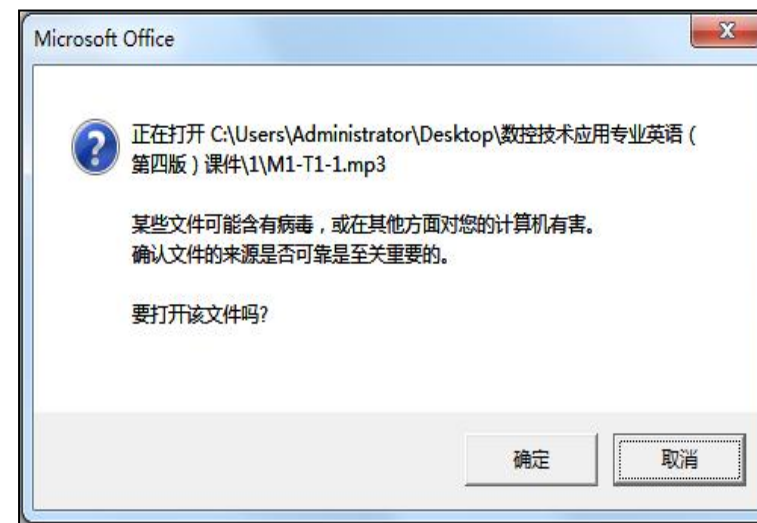


课件使用引导

1. 如有“”音频图标按钮，可点击该按钮，调用外链音频文件进行播放。

注意：当调用外链文件弹出阻止对话框时，请点击“确定”按钮。

2. 在全屏播放课件时，如要切换出音频播放界面，可按  十  键，或按  键调出导航栏，点击音频播放器即可。



● Learning Objectives:

In this unit, you will

- ◎ listen about the qualities of startup founders and talk about starting a business;
- ◎ read about startups and entrepreneurship;
- ◎ write a business plan and create a questionnaire for market research;
- ◎ expand your vocabulary about startups and entrepreneurship;
- ◎ learn about the enterprise development in China.

Unit 8

Turn Your Great Idea into a Startup





目录

CONTENT

Enlightening

Enabling

Evaluating





01

Enlightening



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What business do you want to start?



Task 1 If you want to start a business on campus, what idea do you have? Look at the pictures and match them with the business ideas in the box.

- (1) cafe (2) photo studio (3) organic juice shop (4) stationery store (5) bakery



(a)

photo studio



(b)

cafe



(c)

bakery



(d)

stationery store



(e)

organic juice shop



What business do you want to start?



举例



Besides these shops, is there any other business that you think will be profitable on campus? Go online and search for innovative ideas and share them with your classmates.

Add More

laundry

...



gift shop

restaurant

snack bar

cosmetics store

teahouse

fruit shop

book store

package delivery



What business do you want to start?



Task 2

What qualities do you think startup founders must possess? Complete the following answer with your own words.

Startup founders usually possess the quality of imagination,
because they need to motivate their ideas to meet challenges.

Useful Expressions

- | | | | |
|-------------------|-------------------|---------------|-----------------|
| ■ passion | ■ self-motivation | ■ imagination | ■ ambition |
| ■ self-discipline | ■ leadership | ■ confidence | ■ resilience |
| ■ creativity | ■ flexibility | ■ bravery | ■ determination |



What business do you want to start?



Task 3

A questionnaire is a specific tool or instrument for collecting data. Designing a questionnaire means creating valid and reliable questions that address your research objectives, placing them in a useful order, and selecting an appropriate method for administration. Do you know how to create a questionnaire? Think about how you would discuss it with your partner in the following situations.

- You and your partner are going to open a milk tea shop on campus.
- You need to conduct a survey on students' preferences, targeted price, etc.
- You and your partner need to create a questionnaire to collect data.

02

Enabling



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Let's listen and speak!



Start your own business!

Task 1

Listen to the conversation about starting a business on campus and choose the best answer to complete each statement. Practice the conversation with your partner.

原文



Statements

Answers

Derek has decided to start **f** on campus. 1

a low investment

Phoebe was thinking about opening **b**. 2

b a flower shop or a cafe

Derek and his partner are majoring in **c**. 3

c graphic design

Derek needs to buy **e**. 4

d his major

Derek made the decision of starting a business on campus because of the **a**. 5

e a nice camera

Phoebe thinks Derek has made a good decision because Derek's business is related to **d**. 6

f a photo studio



Phoebe: Hi, Derek. Have you landed a job?

Derek: Well, I'm not looking for a job. The truth is, I've decided to open a photo studio on campus.

Phoebe: Oh, really? I'm also thinking about starting a business on campus after graduation. After all, this is the place I'm familiar with and I think I know what college students like.

Derek: So what kind of business do you plan to start?

Phoebe: I'm not sure yet. Maybe a flower shop or a cafe. How did you make the decision?

Derek: I have a partner and we are both majoring in graphic design. So our first idea was to start a business in this area, designing logos, flyers or packaging and so on. But we need to rent an office in a better place if we want to get other businesses to trust us.

Phoebe: That would be a large investment at the beginning.

Derek: Yes. That's the problem. So we thought about photo studio on campus. You see, students love to take photos, and the scenery on campus is beautiful. We don't need to rent an office here. All we need is a website for marketing and taking orders, and a nice camera. We can afford that.

Phoebe: Sounds great! The investment is small and you have the skills. As long as your price is reasonable, I think students would love that.

Derek: Exactly.



Let's listen and speak!



Start your own business!

Task 2

Listen to the second part of the conversation and fill in the blanks with proper words. Role-play this conversation with your partner.



Phoebe: I think I need to reconsider my (1) options.

Derek: Yes. Both flower shops and cafes need big investment. Your first step should be (2) evaluating the difficulty of running the business and the (3) initial investment

Phoebe: Yeah. You are right. Now I don't have any (4) clue. Do you have any suggestion?

Derek: Actually, a service-based business is more suitable to begin with.

Phoebe: OK. Now I'm thinking about low-fat diet meal (5) delivery, or an organic juice shop.



Let's listen and speak!



Derek: Food delivery service will be (6) profitable on campus. The number of students who are health conscious is growing. More students are making (7) healthy food choices. But can you cook?

Phoebe: Well, I cannot. I need a partner who can cook. I can create the app with (8) online ordering and I can deliver.

Derek: I suggest you spend some time coming up with a (9) business plan. Include your initial funding, property needed, product and service information, and (10) marketing plan.

Phoebe: Thank you, Derek. It's really helpful talking to you.

Derek: Derek: You're welcome.



Let's listen and speak!



Task 3

Listen to the passage about entrepreneurship and fill in the blanks with proper words.



Entrepreneurship is the act of creating a business while bearing all the (1) risks with the hope of making a profit. Entrepreneurship is what people do to take their (2) career into their hands and lead it in the (3) direction they want. It's about building a life on your own terms. No bosses. No restricting (4) schedules. And no one holding you back.

Entrepreneurs are able to (5) take the first step into making the world a better place—for everyone in it, including themselves. Without entrepreneurs, jobs wouldn't (6) exist. Entrepreneurs take on the risk of (7) employing themselves. Their (8) ambition to grow their business eventually (9) leads to the creation of new jobs. As their business continues to grow, even more jobs are (10) created.



Let's read!



Make ideas happen!

Reading 1

译文



Startups

- 1 Do you have an idea that you think could change the world? Are you dreaming about earning a big fortune by launching a business around this idea? You could be the founder of a startup.
- 2 A startup is a young company in its early stages of development. In most cases, startups offer an innovative product or service that is either not currently available in the market or is being offered in a different way. They are the demonstration of creative and ambitious entrepreneurs who have amazing ideas. Another important feature of a startup is its ability to grow and make an impact.



初创公司

1 你有什么可以改变世界的想法吗？你是否梦想着通过围绕这个想法开展业务来赚大钱？你可以成为一家初创公司的创始人。

2 初创公司是一家处于早期发展阶段的年轻公司。在大多数情况下，创业公司提供的创新产品或服务要么是市场上没有的，要么是以不同的方式提供的。初创公司展示了有着惊人的想法的企业家的创造力和雄心壮志。创业公司的另一个重要特征是其巨大的成长能力和影响力。



Let's read!



- 3 7.1% of the startups in the world operate in the FinTech industry, followed by life science and healthcare with 6.8%, artificial intelligence with 5.0%, and gaming industry with 4.7%. Even though there isn't completely accurate data about industry distribution, it's clear that modern startups move towards the Internet and digital technologies.

- 4 Unicorn companies are startups that are valued at \$1 billion or more. There are currently more than 600 unicorn companies around the world. The majority of them are leading technology companies, in the fields of software, e-commerce, etc.



3 全球 7.1% 的初创公司在金融科技行业运营，其次是生命科学和医疗保健，占6.8%，人工智能占 5.0%，游戏业占 4.7%。尽管没有关于行业分布的完全准确的数据，但很明显，现代创业公司正在向互联网和数字技术靠拢。

4 独角兽公司是价值 10 亿美元或更高的初创公司。目前，全球有 600 多家独角兽公司。其中大多数是软件、电子商务等领域的领先科技公司。



Let's read!



- 5 The majority of unicorn companies are located in China and the United States. ByteDance, a tech company from China that owns TikTok, is top on the list of global unicorn startups.
- 6 In the last few years, China has introduced the “Mass Entrepreneurship and Innovation” initiative, and has seen a dramatic increase in the number of startups. This initiative and the national strategy of innovation-driven development highlight China’s strategic goal to develop an economy driven by innovation. They are of great significance to China’s entrepreneurial environment.



5 大多数独角兽公司位于中国或美国。字节跳动是一家拥有抖音的中国科技公司，在全球独角兽初创企业排行榜上名列前茅。

6 在过去几年中，中国推出了“大众创业和创新”动议，创业公司数量大幅增加。这一倡议和国家创新驱动发展战略凸显了中国发展创新驱动经济的战略目标。它们对中国的创业环境具有重要意义。



Let's read!



Words and Expressions



startup /'stɑ:tʌp/ n. 新兴公司

fortune /'fɔ:tʃu:n/ n. 财富

currently /'kʌrəntli/ ad. 当前，目前

demonstration /,demən'streɪʃn/ n. 展示，演示

ambitious /æm'biʃəs/ a. 有野心的，有雄心的

entrepreneur /,ɒntreprə'nɜ:(r)/ n. 企业家

FinTech /'fɪntek/ n. (financial technology) 金融科技

followed by 然后，接着是



Let's read!



healthcare /'helθkeə(r)/ n. 医疗保健

even though 虽然，即使

accurate /'ækjərət/ a. 精确的，准确的

distribution /,dɪstrɪ'bjʊ:ʃn/ n. 分布；分发；分销

unicorn /'ju:nɪkɔ:n/ n. 独角兽

be valued at 被估价为.....

majority /mə'dʒɔrəti/ n. 大部分，大多数

dramatic /drə'mætɪk/ a. 突然的，巨大的；戏剧性的



Let's read!



Make ideas happen!

Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below .

1. Startups usually provide _____ products or services.
A. high-tech **B. creative** C. independent D. customized
2. According to the rough data about industry distribution, modern startups tend to be related with _____.
A. life science and healthcare
B. Banking and finance
C. online games
D. the Internet and digital technologies



Let's read!



3. Unicorn companies are startups _____.
 - A. with the value of over 1 billion dollars
 - B. with an annual profit of over 1 billion dollars
 - C. with leading digital technologies
 - D. in the software and e-commerce industry

4. All of the following statements are true except _____.
 - A. There are more unicorn companies in China than in the US.
 - B. ByteDance is the world's largest unicorn company.
 - C. TikTok is owned by ByteDance.
 - D. Most of the unicorn companies are in China and the US.



Let's read!



5. China's national strategy is to boost _____.
- A. data-driven economy
 - B. mass production
 - C. highlighted sectors of the economy
 - D. innovation-driven development



Let's read!



Task

2

Vocabulary Focus

Choose the words in the box to fill in the blanks of the following sentences. Change the form if necessary .

ambitious

dramatic

fortune

accurate

majority

currently

entrepreneur

distribution

1. The government network is being constructed in many cities and provinces currently.
2. Computers have brought dramatic changes to the workplace.
3. The brochure tries to give a fair and accurate description of each hotel.
4. The company plans to establish a network of warehouses to make product distribution more efficient.
5. Linda has always been an ambitious and hard-working manager.



Let's read!



Task 3 Grammar Drill

Complete the following sentences by translating the Chinese in brackets into English.

1. Potatoes are still the most popular food, followed by white bread (接下来是白面包).
2. When asked for his views about his teaching job (当被问到对教学工作的观点时), he said he found it very interesting and rewarding.
3. Once lost (一旦失去), such a chance might never come again, so you should grasp it.
4. Translated into Chinese (被译成了中文), the book became very popular among Chinese teenagers.
5. Left alone at home (被独自留在家中), Sam did not feel afraid at all.



Let's read!



Transform big data into big insights.

Grammar Notes

过去分词作状语

过去分词作状语时，可以表示时间、让步、条件、原因、方式等，相当于一个状语从句。其逻辑主语为主句的主语，且与主句主语构成逻辑上的动宾关系。



Let's read!



Task 4 Translation Practice

Translate the words in brackets into English to complete the following sentences.

1. Even though starting a business is very hard (即使创业很难), you should grab the chance and have a try.
2. According to the US Small Businesses Administration, a majority of small businesses (大多数小企业) start with an initial investment of \$10,000 or less.
3. With the improvement of computers, the artificial intelligence has been widely applied (人工智能得到了广泛的应用) in different fields.



Let's read!



4. **Setting strategic goals** _____ (设定战略目标) can have a significant impact on the success and productivity of your business.

5. After the investment is made, **this startup is valued at** _____
(这一新兴公司被估值为) \$120,000.



Let's read!



Task 5 Text Summary

Summarize the text with the help of the word cloud and useful expressions.



Useful Expressions

- in its early stages
- innovative product or service
- ambitious entrepreneurs
- make an impact
- operate in ... industry
- followed by ...
- Internet and digital technologies
- unicorn company
- be valued at
- leading technology company
- top on the list
- innovation-driven development
- strategic goal



Let's read!



Task 5 Text Summary

Summarize the text with the help of the word cloud and useful expressions.

【例文】

A startup is a young company in its early stages of development. Startup companies usually offer innovative products or services. They are the demonstration of creative and ambitious entrepreneurs. A startup usually has a potential to grow and make an impact. Modern startups move towards the Internet and digital technologies. Unicorn companies are startups that are valued at \$1 billion or more and the majority of them are located in China or the United States. China has introduced the “Mass Entrepreneurship and Innovation” initiative to boost the development of startups and innovation.



Further Thinking

Building your own business from the ground up is an exciting opportunity, but it can also be challenging. Do you have the desire of starting a business? Are you willing to take the risks and meet the challenges? Think about the questions and share your opinions with your classmates.



Let's read!



Make ideas happen!

Reading 2

译文



Ren Zhengfei, an Entrepreneur with a Vision

- 1 Founded in 1987, Huawei Technologies is a leading global provider of information and communications technology infrastructure and smart devices. Its founder and CEO, Ren Zhengfei, is one of the most famous entrepreneurs in China.
- 2 Ren Zhengfei was born in 1944 in a remote mountainous town in Guizhou Province. He went to college in 1963, and after graduation, he had taken various jobs as technician and engineer.



任正非——有远见的企业家

1 华为技术有限公司成立于 1987 年，是全球领先的信息和通信技术基础设施及智能设备供应商。其创始人兼首席执行官任正非是中国最著名的企业家之一。

2 任正非 1944 年出生于贵州省一个偏远的山区小镇。1963 年，他上了大学，毕业后，他做过各种各样的工作，如技术员和工程师。



Let's read!



- 3 In 1987, he founded Huawei in a modest apartment in Shenzhen, with a registered capital of 21,000 yuan. He had the great insight that China was ready for a big leap in personal communications. In 1990, Huawei started its own research and development from scratch, and three years later, became a telecom equipment vendor.

- 4 At the core of his leadership is the focus on the purpose of Huawei, which is helping customers to realize their dreams. Fueled by his passion, he works hard to translate this purpose into a vision — achieving a world leading status. He is continuously focused on the future and thinking about the company's development for the next decade.



3 1987年，他在深圳一间简陋的公寓里创立了华为，注册资本为21000元人民币。他非常深刻地认识到，中国已经准备好了在个人通信方面取得巨大飞跃。1990年，华为从零开始自己的研发，三年后成为电信设备供应商。

4 他的领导核心是关注华为的宗旨，即帮助客户实现他们的梦想。在他的工作激情的推动下，他努力将这一目标转化为一个愿景——获得世界领先地位。他一直聚焦于未来，思考的是公司未来十年的发展。



Let's read!



- 5 Ren Zhengfei believes that the most important thing to value is the power to think. He also sees it as an essential part of the Huawei culture. According to him, Huawei should put emphasis on building a company where people's minds are the main asset and resource to rely on.

- 6 “Every generation produces its own great character, and each exerts impact for hundreds of years.” True to this Chinese saying, Mr. Ren has indeed proven that he has the influence and insight needed to design the most effective strategies to ensure that Huawei has grown into a world leading company.



5 任正飞认为，最重要的是思考的力量。他还将其视为华为文化的重要组成部分。根据他的说法，华为应该把重点放在打造一个以将员工的头脑和智慧作为主要资产和资源的公司上。

6 “江山代有才人出，各领风骚数百年。”正如中国的这句古话所说，任正非确实证明，他拥有设计最有效战略所需的影响力和洞察力，以确保华为成长为世界领先的公司。



Let's read!



Words and Expressions



infrastructure /'ɪnfɹəstrʌktʃə(r)/ n. 基础设施

mountainous /'maʊntənəs/ a. 多山的

technician /tek'nɪʃn/ n. 技术员；技师

register /'redʒɪstə(r)/ v. 注册

registered capital 注册资本

leap /li:p/ n. 剧增，激增；跳跃

start... from scratch 从头开始，白手起家

telecom /'telɪ,kɒm/ n. 电信



vendor /'vendə(r)/ n. 销售商, 供应商

passion /'pæʃn/ n. 激情, 热情

translate /træns'leɪt/ v. 转化, 转变

status /'steɪtəs/ n. 地位, 身份

exert /ɪg'zɜ:t/ v. 施加



Let's read!



Make ideas happen!

Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below.

1. Ren Zhengfei is _____ of Huawei Technologies.

A. the chief manager

B. the main investor

C. the founder and CEO

D. the chief designer

2. Huawei was established in the year of _____.

A. 1987

B. 1944

C. 1963

D. 1990



Let's read!



3. Ren Zhengfei's vision for the company is to _____.
- A. help customers to realize their dreams
 - B. become a world leading company
 - C. fuel people's passion
 - D. focus on the future development
4. _____ is regarded as a significant part of the Huawei culture.
- A. The leading status
 - B. The employees' passion
 - C. To trust people's minds
 - D. The power to think



Let's read!



5. The passage mainly talks about _____.
- A. Huawei's success
 - B. Ren Zhengfei's entrepreneurship**
 - C. how Huawei was founded
 - D. the development strategies of Huawei



Let's read!



Task 2

Text Analysis

Summarize the main idea of each part and fill in the blanks in the following table.

Para. 1-2 Who is Ren Zhengfei?	Born in (1) <u>1944</u> in a remote town in (2) <u>Guizhou Province</u> , he is the (3) <u>founder</u> and (4) <u>CEO</u> of Huawei Technologies.
Para. 3 The founding of Huawei	Huawei was founded in 1987 in (5) <u>Shenzhen</u> , with a registered capital of (6) <u>21,000 yuan</u> .
Para. 4-5 Ren Zhengfei's business philosophy	The focus of his leadership is put on the (7) <u>purpose</u> of Huawei: helping customers to (8) <u>realize their dreams</u> . He values (9) <u>the power to think</u> most and regards it as an essential part of the (10) <u>Huawei culture</u> .
Para. 6 Ren Zhengfei's achievement	With his great insight and effective (11) <u>strategies</u> , Huawei has grown into a (12) <u>world leading company</u> .



Let's read!



Task 3 Content Questions

Answer the following questions using the keywords in brackets.

1. What is Huawei's business? (provider, information and communications, infrastructure, device)

Huawei Technologies is a leading global provider of information and communications technology infrastructure and smart devices.

2. What did Ren Zhengfei do after graduation from college? (take, job, technician, engineer)

After graduation, he had taken various jobs as technician and engineer.



Let's read!



3. What was Ren Zhengfei's insight when he founded Huawei? (China, ready, leap, personal communications)

He had the great insight that China was ready for a big leap in personal communications.

4. What does Ren Zhengfei think about people's minds? (people's minds, main, asset, resource, rely on)

According to him, Huawei should put emphasis on building a company where people's minds are the main asset and resource to rely on.

5. What abilities does Ren Zhengfei have to ensure Huawei's success? (influence, insight, design, effective, strategies)

He has the influence and insights needed to design the most effective strategies to ensure Huawei's success.



Let's read!



Task 4 Translation Practice

Translate the following sentences into Chinese.

1. Ren Zhengfei is one of the most famous entrepreneurs in China.

任正非是中国最著名的企业家之一。

2. He had the great insight that China was ready for a big leap in personal communications.

他非常深刻地认识到，中国已经准备好了在个人通信方面取得巨大飞跃。



Let's read!



3. Fueled by his passion, he works hard to translate this purpose into a vision—achieving a world leading status.

在他的工作激情的推动下，他努力将这一目标转化为一个愿景——获得世界领先地位。

4. He is continuously focused on the future and thinking about the company's development for the next decade.

他一直聚焦于未来，思考的是公司未来十年的发展。

5. “Every generation produces its own great character, and each exerts impact for hundreds of years.”

“江山代有才人出，各领风骚数百年。”



Let's read!



Task 5 Vocabulary Expansion

Starting your own business can be both exciting and challenging. The following are some of the factors you need to consider while creating a framework for your new business. Match the English expressions with their Chinese meanings.

target group	consumer needs	startup cost	competitor
business location	supplies and sourcing	regulations	pricing strategy





Let's read!



Do you know other factors you need to consider before starting your own business? Search the Internet for more information and exchange ideas with your classmates!

举例



location: 地点

work environment: 工作环境

uniqueness: 独特性

business structure: 企业结构

accounts: 账户

brand: 品牌

distribution channel: 分销渠道



Culture Notes

发展是党执政兴国的第一要务。没有坚实的物质技术基础，就不可能全面建成社会主义现代化强国。我们要着力构建高水平社会主义市场经济体制。深化国资**国企改革**①，加快国有经济布局优化和结构调整，推动**国有资本**②和国有企业做强做优做大，提升企业**核心竞争力**③。优化民营企业发展环境，依法保护民营企业产权和企业家权益，促进**民营经济**④发展壮大。完善中国特色现代企业制度，弘扬企业家精神，加快建设世界一流企业。支持**中小微企业**⑤发展。

① reform of state-owned enterprises

② state-owned capital

③ core competitiveness

④ nongovernmental economy

⑤ small, medium and micro enterprises



What does a business plan include?

创业计划书 (Business Plan) 是一份创业者对于创业内容的详细计划书。

创业计划书通常包括以下几个方面：

- **项目概况 (Executive Summary)**: 公司名称、宗旨、产品、预估员工人数、企业组织、管理制度、地点等。
- **主营业务 (Main Business)**: 产品和服务、特点及优势、消费者受益处、定价等。
- **市场分析 (Market Analysis)**: 市场现状分析、市场调研、目标市场、竞争对手情况等。
- **经营策略 (Marketing Strategy)**: 广告及推广活动策略等。
- **资金规划 (Financial Planning)**: 初期投入预算、资金来源，应包括个人与他人出资金额比例、银行贷款等。
- **可能风险评估 (Possible Risk Assessment)**: 风险预期、拟解决途径。

创业计划书除了能让创业者清楚明白自己的创业内容，坚定创业的目标外，还具有说服他人的功用，例如，创业者可以凭创业计划书去说服他人合资、入股，募集创业基金。



Let's write!



What does a business plan include?

Scenario

You and your partner are going to start a milk tea shop on campus. You are going to draft a business plan in order to have a clear understanding of the business.



Let's write!



Step 1 Think about the details of your startup business and draft an overview of your business, which will be the executive summary of your business plan. The overview should include the following points:

- The business you want to start;
- A description of your product or service;
- An overview of your target market;
- A brief description of your team;
- Location of your business;

...



Let's write!



Step 2 Create an outline of your business plan and get enough information for the key elements. Your outline might include the following sections:

- Executive summary;
- Products and services;
- Market analysis;
- Marketing strategy;
- Financial planning;

...



Let's write!



Step 3 Draft your business plan. Remember to just write down the essentials that your readers need to know and keep it short and simple. The following expressions might be useful:

- This business plan is intended to serve as a starting point for a potential ... shop at ...
- ... was created with the intent to create a place for ...
- ... will offer an alternative selection of drinking products.
- The range of products is expected to catch the interest of...
- Our milk tea uses condensed milk and sugar that give the tea a richer feel.
- ... will focus its marketing activities on ...
- ... direct competitors will be other milk tea shops located near the ...
- The owners will invest ... and take out a bank loan for ... to cover the start-up expenses and assets needed.



Let's write!



Step

4

Check your business plan and make sure it is easy to read and understand. Have someone review it. Share your plan and find out from your reader what questions the plan leaves unanswered.

03

Evaluating



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Let's do a project!



We need a questionnaire to do the market research!

In this unit, we have practiced conversations about starting a business, and learned how to write a business plan. Now, let's practice having a discussion about how to create a questionnaire for the market research.

Scenario

You and your partner are going to open a milk tea shop on campus. Your business plan is partially done and what you need now is to conduct a market research to learn about the potential customers' preferences. Thus, you need to design a questionnaire to collect information from potential customers.



Let's do a project!



Step 1 Determining the Purpose of the Survey

Discuss with your partner what you want to learn from your questionnaire. Ask each other what data you require and how you will use it. This will help you come up with useful questions, as well as the order in which you will ask them.



Let's do a project!



Step 2 Making an Outline

Take down notes while having the discussion. Plan questions that will help you get the information you need.

Tips

- Begin with a broad span of questions.
- Then narrow them down until each one relates to your goals in some way.
- Keep questions and answers simple, using as few words as possible.



Let's do a project!



Step 3

Designing the Questions

After you have a general outline of the questionnaire, you can discuss how to use closed-ended and open-ended questions.

Tips

- Closed-ended questions have a specific range of options respondents can choose from. These questions may be yes-or-no questions, true-or-false questions, or questions that ask the respondents to agree or disagree with a statement.
- Open-ended questions solicit answers that you may not anticipate, and do not have a specific range of answers to choose from. Open-ended questions are a chance for respondents to communicate their specific experience or expectations.



Let's do a project!

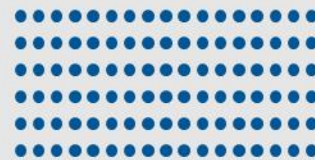


Step 4 Piloting the Survey and Refining the Questions

Create the questionnaire and ask your classmates to test it. Ask your testers for feedback. They may alert you to sections that confused them or felt out of place.



THANKS





1. fortune /'fɔ:tʃu:n/ n.

▲ 大笔的钱；巨款

e.g. He made a fortune in real estate.

他在房地产上发了财。

▲ （尤指影响人生的）机会，运气

e.g. By a stroke of fortune he found work almost immediately.

他运气好，几乎立刻找到了工作。



2. currently /'kʌrəntli/ ad.

▲ 当前，目前

e.g. Currently, over 500 students are enrolled on the course.

目前有 500 多名学生注册学习这门课程。

e.g. All the options are currently available.

所有的方案现在均可选择。



3. demonstration / ,demən'streɪʃn/ n.

▲ 展示，演示，示范

e.g. We provide demonstration of videoconferencing over the Internet.

我们通过互联网演示视频会议。

▲ 集会示威；游行示威

e.g. to take part in/go on a demonstration 参加 / 进行示威游行

to hold/stage a demonstration 举行示威游行

▲ 证明；证实；论证；说明

e.g. His new book is a demonstration of his patriotism.

他写的新书是他的爱国精神的证明。



4. ambitious /æm'biʃəs/ a.

▲ 有野心的，有雄心的

e.g. Only ambitious students get the best marks.

有抱负的学生才能取得最好的成绩。

▲ 费力的；耗资的；耗时的

e.g. The ambitious project was completed in only nine months.

这个规模宏大的项目只用了 9 个月就完成了。



5. entrepreneur / ,ɒntreɪprə'nɜ:(r)/ n.

▲ 企业家

e.g. An entrepreneur is more than just a risk taker. He/she is a visionary.

企业家不仅是个冒险者，还是一个有远见的人。



6. followed by

▲ 然后，接着是

e.g. There was a short sharp shower followed by a strengthening breeze.

一场短时强阵雨后风势渐长。



7. healthcare /'helθkeə(r)/ n. 医疗保健

e.g. The vaccine represents a quantum leap in healthcare.

这种疫苗的问世是医疗保健领域的重大突破。

e.g. This guidance provides general recommendations for healthcare personnel in all healthcare facilities.

这个指导对所有医疗机构的医护人员提供了综合性建议。



8. even though

▲ 虽然，即使

e.g. Even though I'm quite a reserved person, I like meeting people.

我虽然性格极为内敛，但喜欢和人接触。



9. accurate /'ækjərət/ a.

▲ 精确的，准确的

e.g. I think it may take some time before we can have an accurate assessment of the damage.

我认为我们对损失作出准确的估算可能需要一段时间。

▲ 正确无误的

e.g. The article accurately reflects public opinions.

文章如实反映了公众的意见。



10. distribution / ,dɪstrɪ'bjʊ:ʃn/ n.

▲ 分布，分配

e.g. The map shows the distribution of this species across the world.

地图上标明了这一物种在全世界的分布情况。

e.g. They studied the geographical distribution of the disease.

他们研究了这种疾病的地域分布情况。

▲ 分发，分送

e.g. The town council passed a law forbidding the distribution of handbills.

市议会通过法律，禁止散发传单。

▲ (商品) 运销，经销，分销

e.g. distribution costs 经销成本

worldwide distribution systems 全球经销系统

marketing, sales and distribution 营销、销售和经销



11. majority /mə'dʒɔrəti/ n.

▲ 大部分，大多数

e.g. In the nursing profession, women are in the majority.

女性在护理行业中占大多数。

▲ (获胜的) 票数；多数票

e.g. They had a large majority over their nearest rivals.

他们所得的票数远远超出名次仅次于他们的对手。



12. dramatic /drə'mætɪk/ a.

▲ 突然的，巨大的，令人吃惊的

e.g. Going to college brought about a dramatic transformation in her outlook.

上大学使她的观念发生了巨大的变化。

▲ 戏剧性的，戏剧般的；夸张做作的

e.g. Don't be so dramatic!

别那么夸张做作！