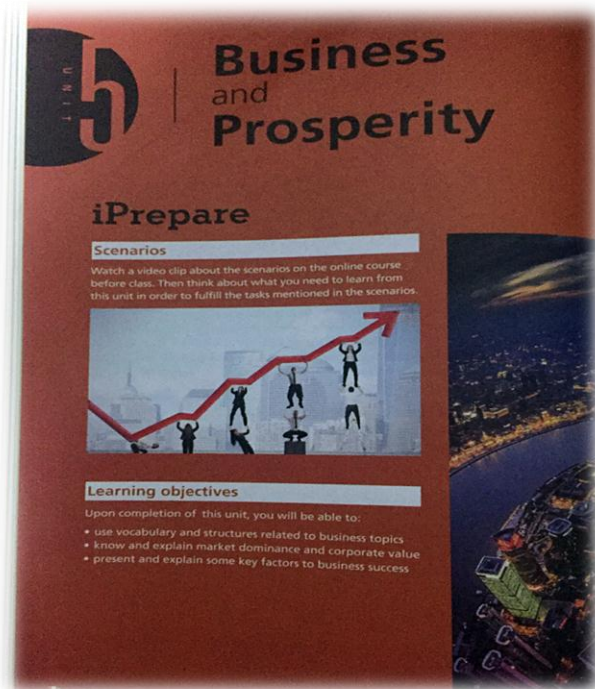


Part 1

Smart Design

Target Textbook

- **Motivating**
- **Enabling**
- **Assessing**



Target Students

- ◆ **University: Project 211**
- ◆ **Grade: Sophomore**
- ◆ **Major: Non-English**
- ◆ **English proficiency:
Upper-intermediate**

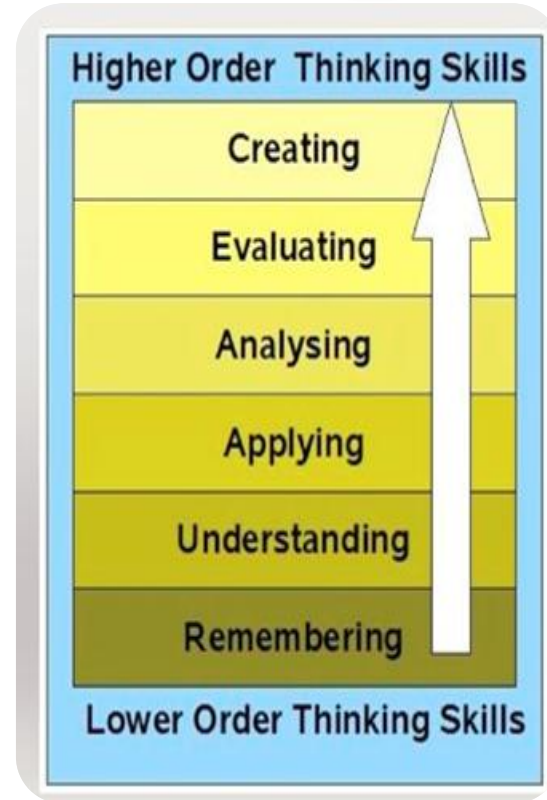


Teaching Objectives

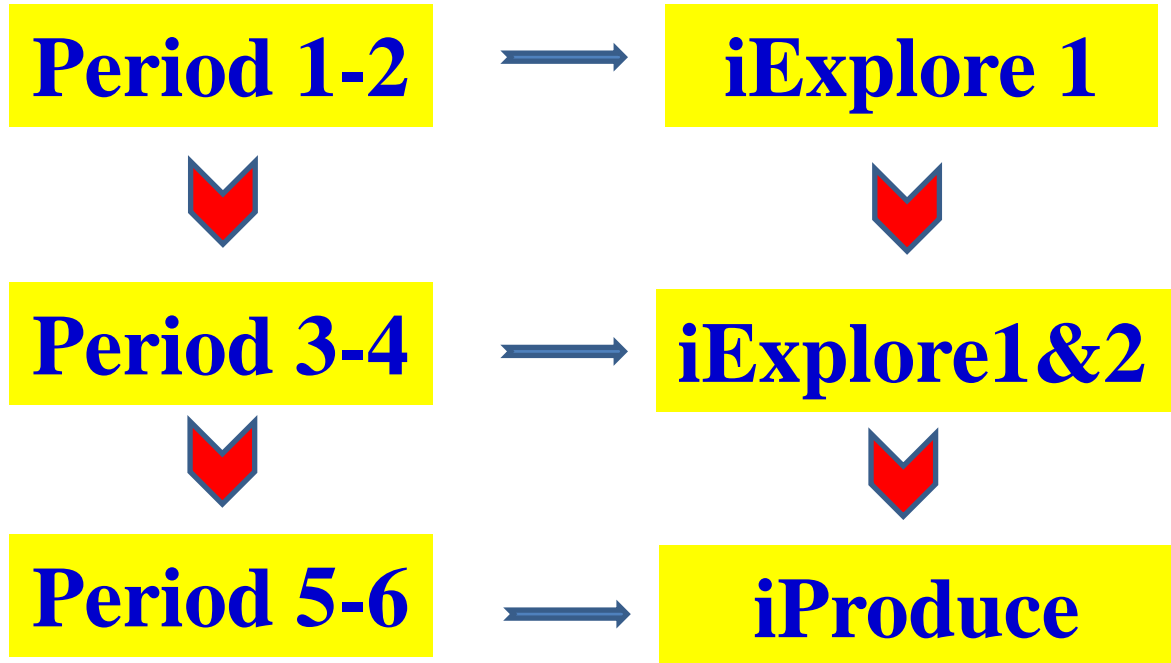
1. to **develop** students' awareness of the importance of definitions
2. to **identify** the features of definitions
3. to **apply** the skills of defining a concept

Teaching Philosophy

Bloom's taxonomy of educational objectives



Teaching Procedures



Teaching Procedures

Period 3



definition / homework revision



1. how to define a concept (20 min)
2. revise the homework and share (25min)

Teaching Procedures



how to define a concept (20 min)



1. lead-in (2 min)
2. identify the features of definitions (5 min)
3. practice defining a concept (3 min)
4. improve the definition of “market share” (10 min)

Part 2

Classroom

Teaching Demo

Homework review

The importance of market share to business success

How important market share is to the success of a business.

When talking about the development of economy we can absolutely not ignore the help of business and market. As more and more companies arise, they understand that if they desire to survive, prosper or even succeed, they must enlarge their market share.

So what exactly is "market share"? In my opinion, it means the percentage one kind of goods occupies in the sale of this kind of goods. To be frank, I'd like to use a metaphor: Many businessmen think of occupying the market as a war, so the market share is like their fighting capacity, including the military hardware they own, the size of their army and so on. The larger market share they have, the greater their capacity. Therefore, enlarging your market share can be quite useful.

Supposing you is in charge of a company, what shall you pay most attention to? Maybe the majority will make customers the top priority. More specifically, we agree on the significance of market share.

So, what market share means? To define this phrase, we need to recognize the two words separately. Market means a place for shopping. Share shows how much you has occupied. So, as far as I'm concerned, market share stands for how many customers do you own. Based on this, we try to make it clear why market share really matters. Here comes several reasons: at first, customers are the direct capital source of a company. How much you will earn is in a sense determined by how many customers you own. Meanwhile, only when most customers accept your products can your company develop.

The importance of definitions

The outline of a presentation

Opening: State the central argument.

Body: Develop your argumentation.

- 1) Define the concepts.

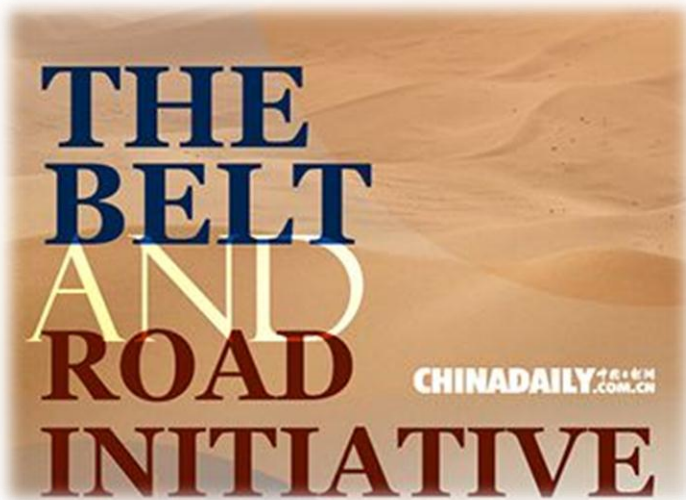
- 2) State your main points.

- 3) Provide evidence.

Conclusion: Restate your central idea.

The importance of definitions

The Belt and Road Initiative



Spring Festival



Homework review

Supposing you is in charge of a company, what shall you pay most attention to? Maybe the majority will make customers the top priority. More specifically, we agree on the significance of market share.

So, what market share means? To define this phrase, we need to recognize the two words separately. Market, means a place for shopping. Share shows how much you has occupied. So, as far as I'm concerned, market share stands for how many customers do you own. Based on this, we try to make

So, as far as I'm concerned, market share stands for how many customers do you own.

Too general

Video watching

- Which definition is your favorite and why?



Video reflection

- Which definition is your favorite and why?
- Features of a good definition
 - Specific
 - Relevant to our life

Video watching



Definition of purpose

Purpose is that feeling that you are a part of something bigger than yourself, that you are needed, that you have something better ahead to work for.



Mark Zuckerberg's 2017
Harvard commencement speech

Definition of Quality management

Quality management is a business principle that ensures excellence in a company's products, services and internal processes.

concept

be

class (category)

that

characteristics

Let's Practice!

concept

be

class (category)

that

characteristics

**business
success**

Business success is an achievement that not only brings benefits to the businessmen but also creates happiness to the world.

Summary

➤ Features of a good definition

- Specific
- Relevant to our life

➤ Sentence structure:

concept

be

class (category)

that

characteristics

Part 3

Activity and assignment
after the teaching demo

Group Work



Work in groups and improve the definition of **market share** based on what you have learnt.

Assignment

Define the following concepts:

- Market dominance
- Corporate culture
- The Belt and Road Initiative
- Spring Festival

