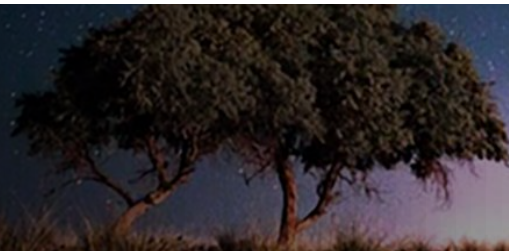


匠心

A Top-quality Class on

Unit 3 Present Customer Feedback ↖





Top-quality Class

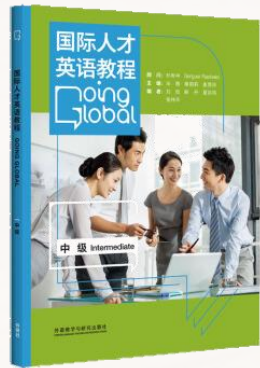
**In-depth
Content Analysis**

**Teaching
Design**

**Highlights
Innovations**



In-depth Content Analysis



Practical skills-based English Course for International Talents

Biz practice

customer feedback

question.
you were Amy?

Write customer feedback on the following part with its purpose in the business.

A State the main points of its appearance: pros and cons

Summarizing information

1 The following are two summaries of the text. Write a summary of your own. Which one is better. Explain your choice.

Original paragraph
The movement toward online courses, called MOOCs, has been growing rapidly. In the past few years, people could receive education through the internet. They could take part in online classes. This has helped many students at one time, as MOOCs are free.

Summary 1
The movement toward online courses, called MOOCs, has been growing rapidly. In the past few years, people could receive education through the internet. They could take part in online classes. This has helped many students at one time, as MOOCs are free.

MAKE A PRESENTATION: ANALYZE

In "Taking in", Amy has learned how to give customer feedback. In "Building a presentation", how to summarize information in a concise and clear way.

Suppose you are Amy. You are going to give a presentation. The following steps may help you with your presentation.

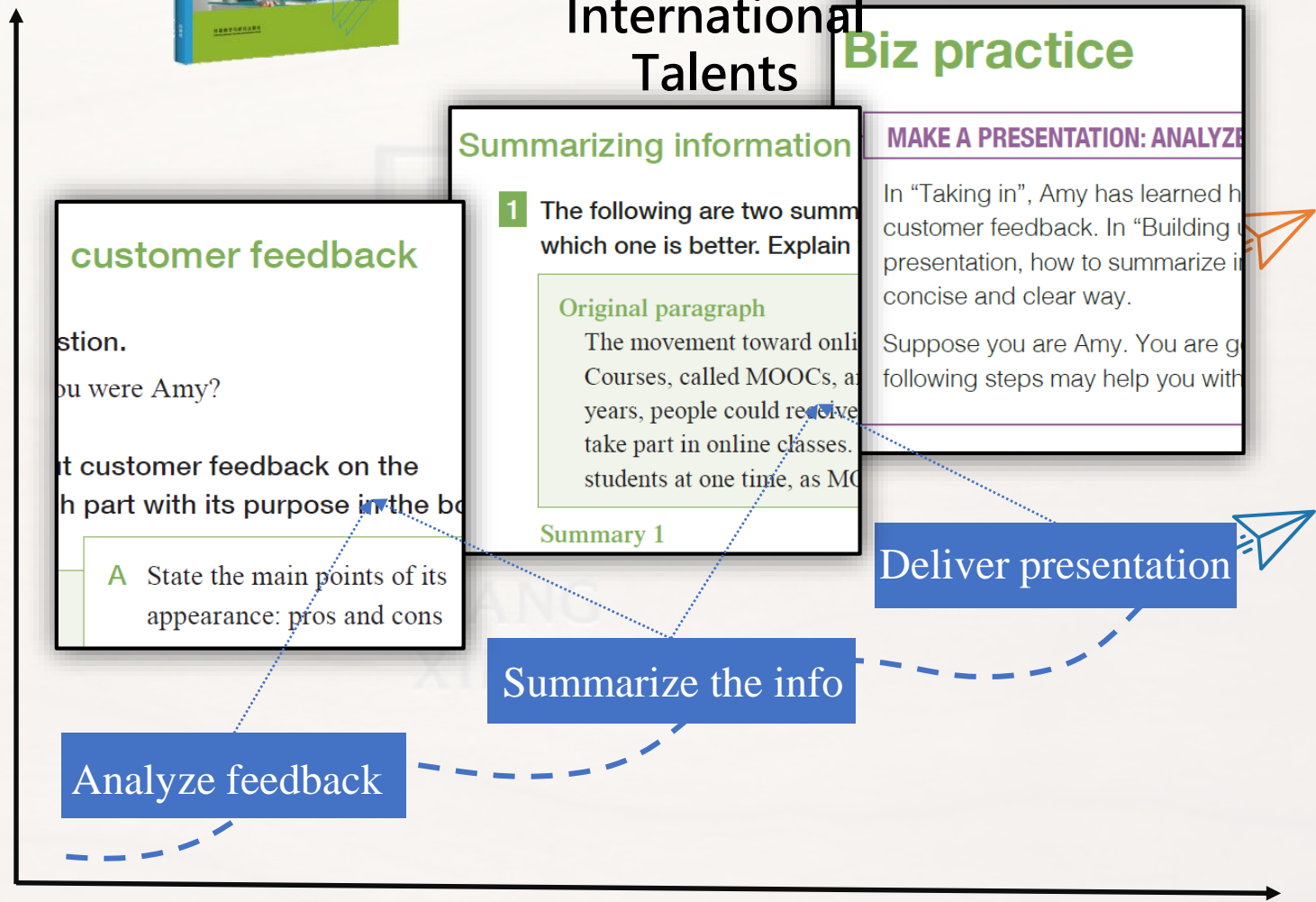
Analyze feedback

Summarize the info

Deliver presentation

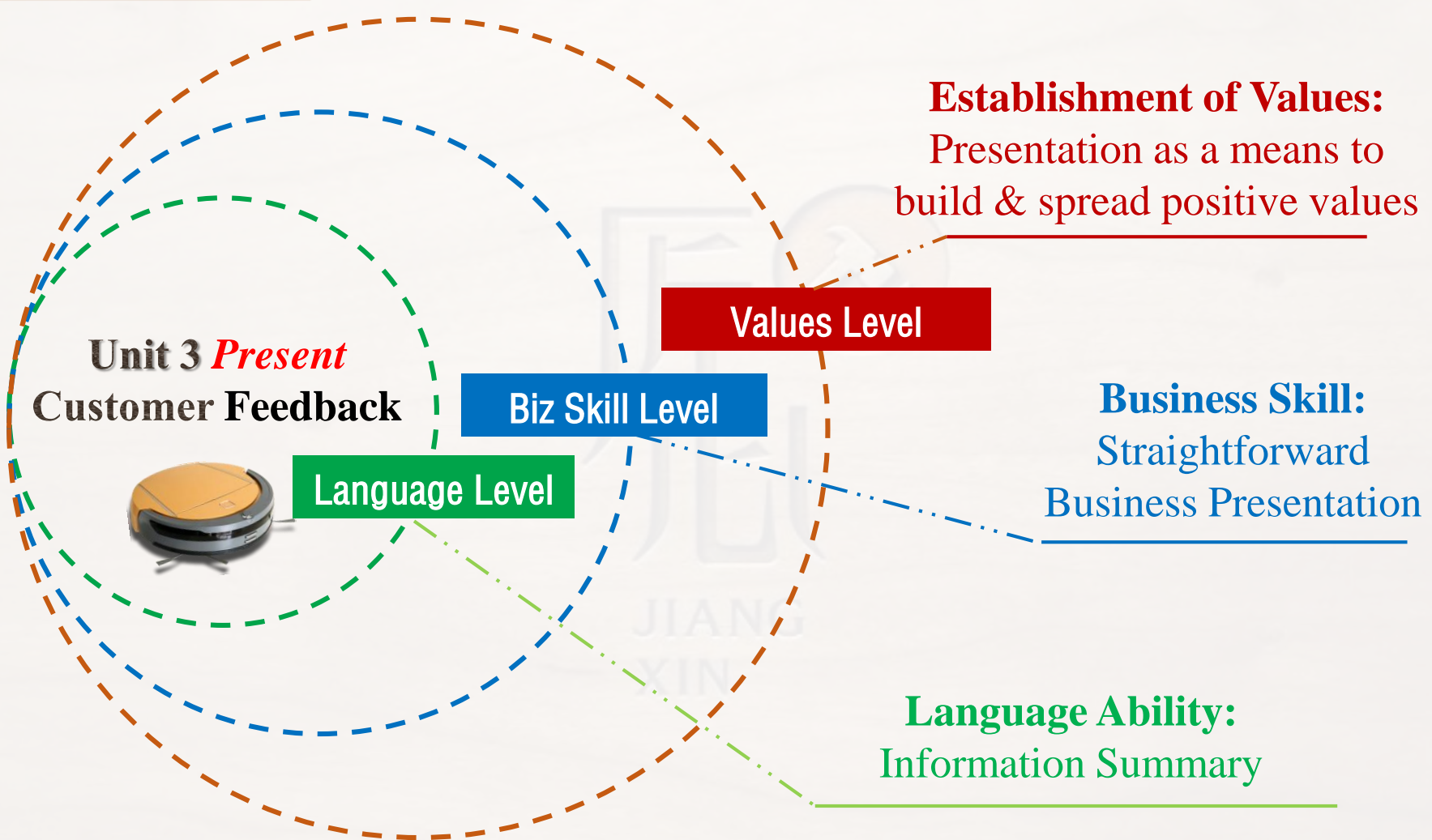
Unit Competence Plotline (Skill level)

Unit Content Plotline (Language level)





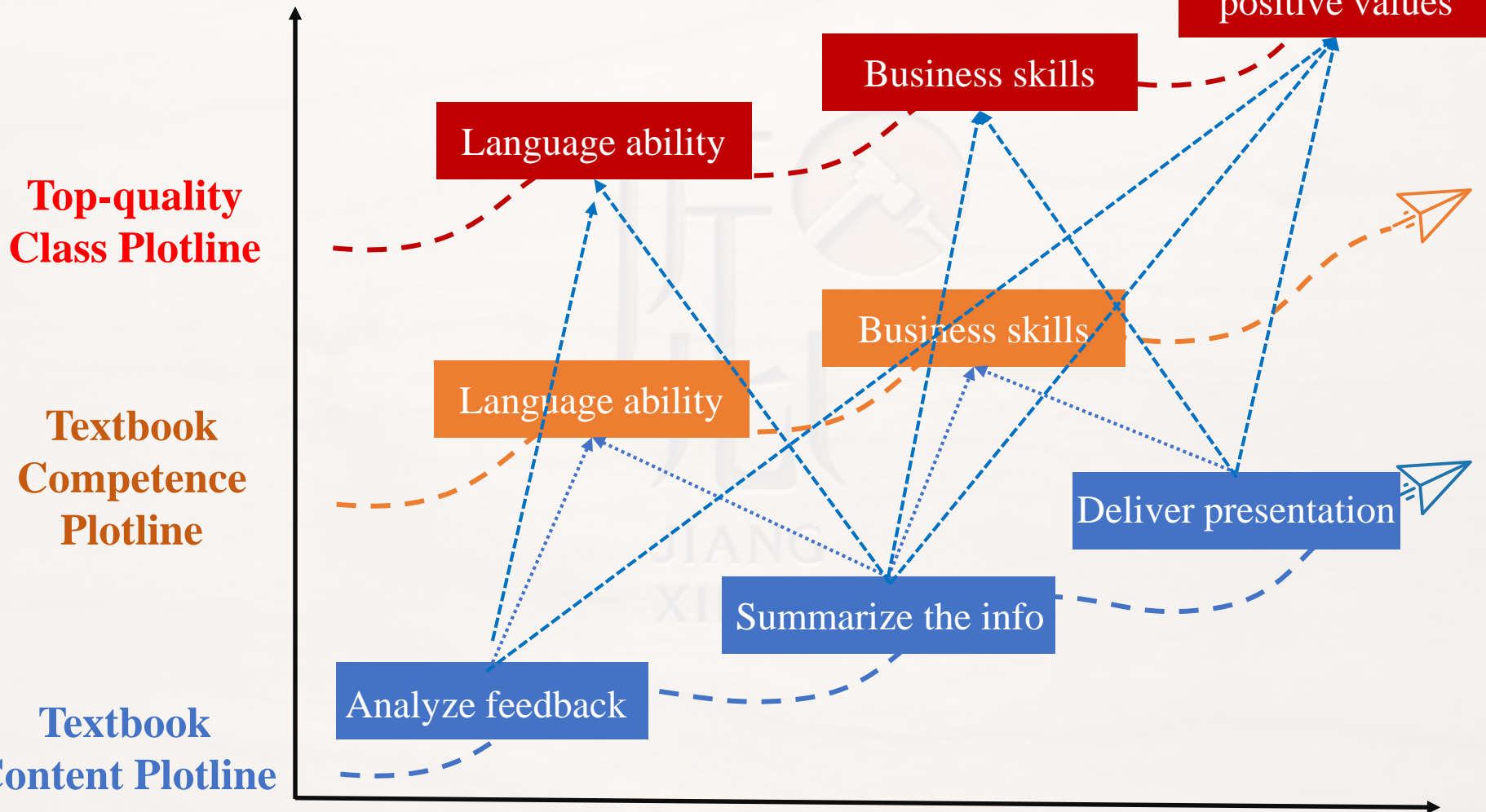
**In-depth
Content Analysis**





In-depth Content Analysis

Skill-driven, Practice-oriented, Values-promoting





Enterprise

Versatile talents: specialist + generalist + practical

University

Utility-based & Practice-oriented

Students

2nd-year non-English majors

Aspiring to become talents yet disoriented



Teaching
Design

高校应着重培养
创新型、复合型、应用型人才。

——习近平



中国梦



Teaching Objectives

Innovative
Advanced
Challenging

Overall Teaching Objectives

Unit Teaching Objectives

Practical

Build Ss'
competence in
language & business

Draft info summary and
deliver biz presentation

Compound

Foster Ss'
ability of
persuasive communication

Deliver a purposeful biz
presentation with
persuasiveness

Creative

Nurture Ss'
capacity for
promoting positive values

Build positive values and
promote those values
through presentation




Evaluation Approach

Outcome-based Evaluation Approach (OBE)

Evaluation Standard

Ideas, attitudes, or psychological states of mind. 

What learners can actually do with what they know and have learned. 

Evaluation Method

 Nondemonstration verbs: know, understand, think

 **Observation verbs: describe, explain, compare**



Highlights
Innovations

Funny

Enlightening

Distinctive


Creative

Challenging

Advanced



Top-quality Class



3A
**Teaching
Framework**

**Innovative
Advanced
Challenging**

3S
**Teaching
Procedure**

“3A” Teaching Framework

“3S” Teaching Procedure



Unit 3 Present Customer Feedback

Highlights Innovations

Teaching
Demo

Off-line Lectures

1hr

1. Real-life sweeping robot exhibition & discussion
2. Summarize core info of customer feedback

**Appeal
to facts**

1hr

1. Storytelling & Face-to-face experience sharing
2. Persuasive business presentation

**Appeal
to emotion**

Moodle Online Platform

2hrs

1. Comparison of buyer's product expectation with real performance
2. Build Ss' craftsmanship spirit & spread it in biz pre

**Appeal
to values**

**3A
Blended
Teaching
Framework**

**3A: Appeal to
Facts-emotion-values**



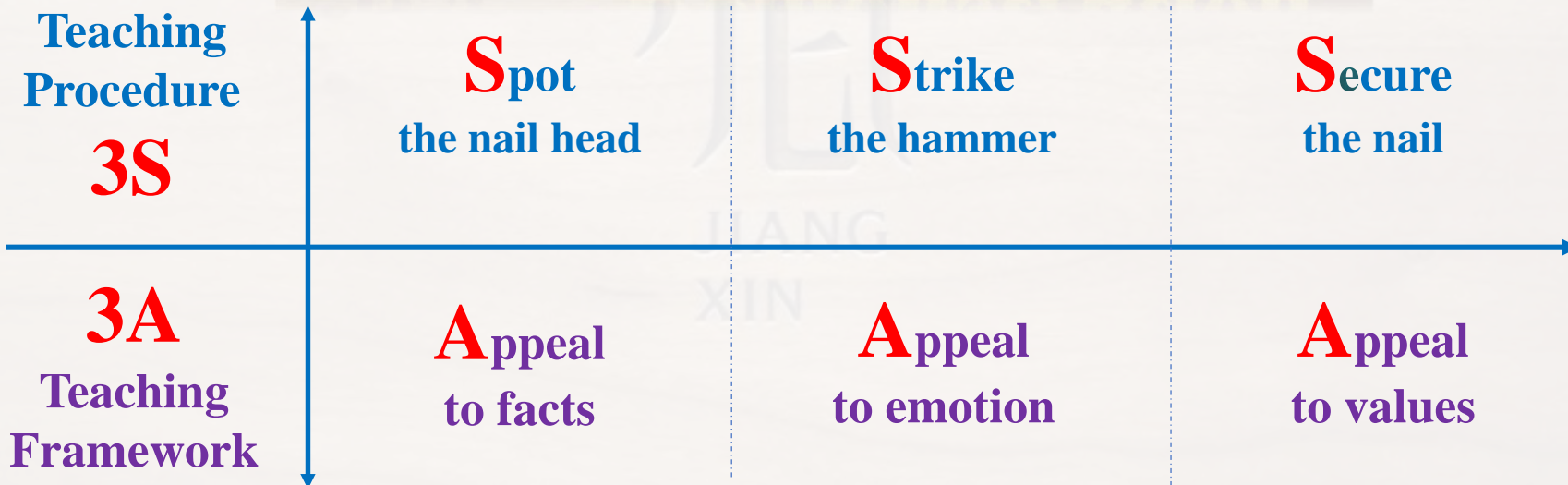
Highlights
Innovations



Teaching Demonstration

presentation
ship spirit

Observation verb





Unit 3 Present Customer Feedback ↖

Customer Feedback



Amanda Cheers

The sweeping robot has strong suction power, although it is still not as good as a standard vacuum cleaner. I have pets at home, and its strong suction power can suck in their hair.

However, it often quickly fills up with dirt and hair. I have two dogs, so I try to vacuum the entire house every day. However, the canister seems to fill up after only a few minutes. If I don't stop and empty it in time, it will stop working. What's worse, the robot is not easy to clean. After each cycle you need to empty the dust tray, clean out the filter, and clean the vacuum entry all across the bottom of the cleaner. It is very time-consuming.



Christina Cooper

This sweeping robot assists me a lot when I am too busy to clean the house. Just one push of the button makes the cleaning process easy. The robot has three modes: auto, where you can program it to move around a space until it runs out of battery; turbo, the most powerful mode, where it can pick up the most dirt and dust; and spot, where it can focus on a particular area. It picks up a lot of dust, dirt and dog hair from the floors. Having it, you can keep your floors clean with minimal effort.

However, the annoying part is that its obstacle avoidance ability is not good enough. When cleaning the floors and carpet, it often goes in circles and bumps quite hard against anything that it runs into. So, I always have to keep my eyes and ears open for it. It often gets stuck and needs to be rescued, and yes, it sometimes wanders into rooms that you don't expect it to clean.



Jacob Darcy

Generally, I love this sweeping robot. The most impressive part is that it barely makes noise — you can watch TV or chat while it is working. Also, it works methodically around your home to make sure that every corner is cleaned.

My complaint is about its battery. The first problem of the battery is that it takes a long time to get fully charged but only lasts for a short period of about 80 minutes. The long wait for its being charged up is painful. The second annoyance is that I have to get it charged and put it back in place by myself, which I think is a little bit fiddly.

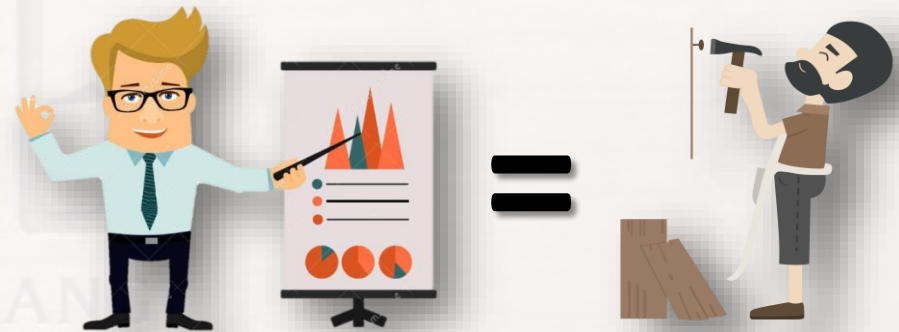




What is the main purpose of making presentation?

- A. To show off yourself
- B. To entertain your boss
- C. To inform your audience

Polish your presentation like a craftsman!





Nail =

**Customer
Feedback**

To inform the audience



To inform the audience

1. Appeal to facts

Keywords?

“It **quickly fills up** with dirt and hair...It’s **not easy to clean**.”

“It **often goes in circle** and **bumps** quite hard...It **wonders** into rooms that you **don’t expect** it to clean.”

“It takes a **long time** to take fully **charged** but only lasts for about **80 mins**”

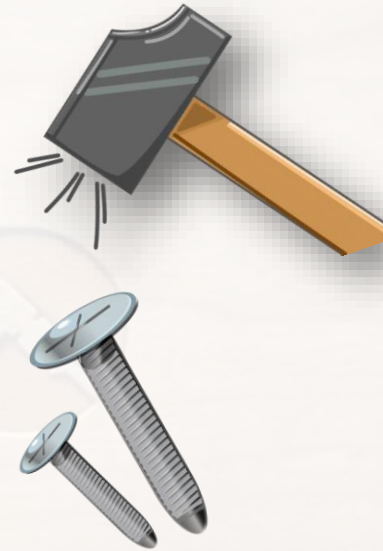
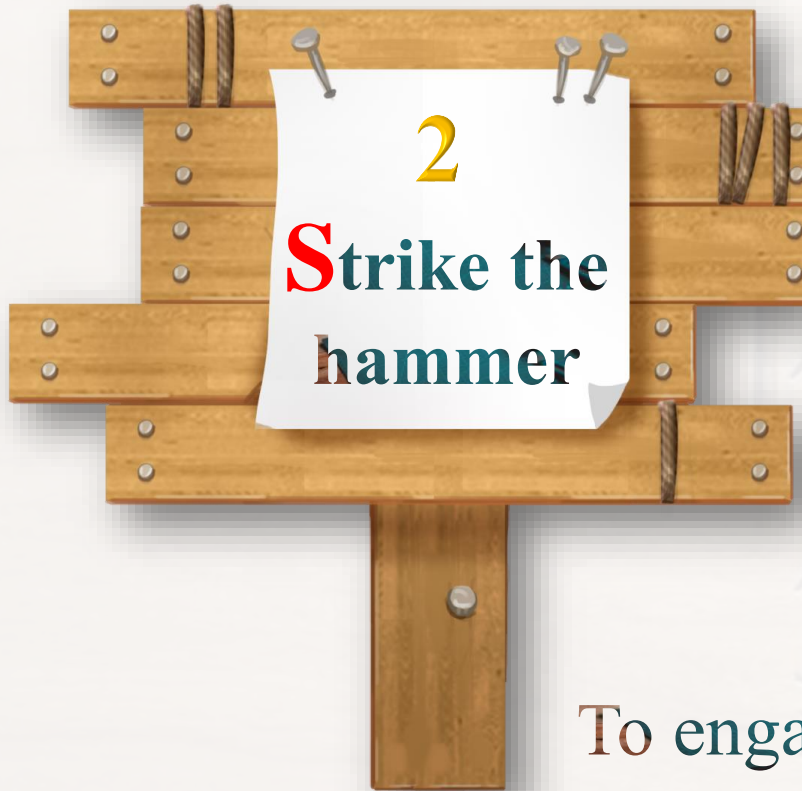


Main points

It’s troublesome to empty and clean.

It doesn’t follow the instructions.

Its battery performance is poor.



To engage the audience



To engage the audience

2. Appeal to emotion

Customer Expectation

😊 Satisfaction

😡 Complaint



Stylish

Seller's Display



???

Buyer's Show



To engage the audience

2. Appeal to emotion

Customer Expectation

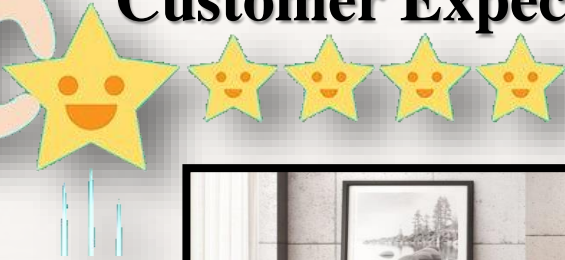




To engage the audience---

2. **A**ppel to emotion

Customer Expectation



✗ Functional

✗ Convenient

✗ Reliable





JIANG

To influence the audience



To influence the audience

3. Appeal to values

**Product
Improvement**



Patriotism & Dedication



Craftsmanship Spirit



Cultural Confidence



Pursuit of Harmony



To influence the audience

3. Appeal to values

Drive to make things skillfully with great care and constantly perfect the skills.

Dedication to making the sweeping robot a winning product by continuous improvement.

工匠精神





Review

Spot



Appeal to facts

Strike



Appeal to emotion

Secure



Appeal to values

工匠精神



“培育精益求精的工匠精神，
增品种、提品质、创品牌”。





Assignment

Learn more

Watch the video---The Unique Chinese Word: Craftsmanship Spirit



Learn better

Present online customer reviews for the sweeping robot by striking the “nails” with the “hammer”.



匠心

A Top-quality Class on

Unit 3 Present Customer Feedback ↖

