Practical Training Course of Core Business English Skills

商务英语核心技能实训教程

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前 言

Foreword

目前，我国高等职业教育发展趋势良好，形势喜人。《国家中长期教育改革和发展规划纲要（2010—2020年）》指出："职业教育要着力培养学生的职业道德、职业技能和就业创业能力。"只有进一步深化改革，建立"以就业为导向，以岗位能力标准为依据，以交际能力培养为重点，以现代化教学手段为依托"的职业英语教学体系，将语言与职业相结合、基础与专业相衔接，才能满足新时期职业人才培养要求。

高等职业教育应以"培养面向生产、建设、服务和管理第一线需要的高素质技能型人才"为目标。根据我国《高职高专教育英语课程教学基本要求》，高职院校商务英语专业的培养目标是培养德、智、体、美全面发展，能胜任国际贸易、市场营销、企业管理、经贸、金融、证券、物流、人力资源和旅游等行业跨文化交际活动的全面发展的实用复合型人才。这一培养目标又可以具体分解为如下三个层次：① 知识目标，要求学生掌握英语会话、综合英语、商务文化等语言和人文知识，熟悉国际贸易、管理学、金融学和市场营销方面等基础商务理论；② 能力目标，培养学生的语言应用能力、商务实践能力和跨文化沟通能力；③ 素质目标，提高学生的社会责任感、团队协作精神和道德情操，使其成为具有良好的人文素养的职场英才。

教材结构安排：

本教程由8个核心技能项目组成，即商务交际、商务管理、客户服务、电话交流、求职应聘、会议组织、市场营销和跨文化商务沟通。学生用书由实训手册和配套的练习册组成，每一模块由实践技能、实践目的/实践目标、实践任务流程图、实训要求（含需要具备的先修技能、实训条件建议、实训课时建议）、实践活动、自我总结与评价、小结等组成。建议学生实训前预习练习册并在教师指导实践后完成，之后由指导教师讲评、总结。由于我国高职高专院校开设商务英语实训的时间不等、条件各异，建议灵活选择适用的章节，既可以作为有关课堂教学同步实训，也可以独立实践。具体使用过程中，建议教师根据学生情况和实践条件等，对单元内容和实践

活动灵活地进行取舍。

各单元体例安排如下：

*FLOWCHART（实践流程）明确指出了本项目包含的各实践技能子项目。

*OBJECTIVES（实践目标，含建议学时、实践步骤、实践地点）将每个项目应该达到的目标予以明确，突出重点，强化难点，指导学员对目标要求做到胸中有数、有的放矢。建议课内外实训时间与学生自学时间的比例为1∶4，由指导教师根据实际情况灵活调整。

*ACTIVITIES（实践任务）紧扣实践主题，根据英语学习的特点和规律，打破传统的听、说、读、写排序，而是通过有关阅读活动、听力活动和翻译活动的INPUT到写作活动和口语实践的OUTPUT活动，加强和强化英语语言应用能力。

*SELF-ASSESSMENT（学生总结与评价）旨在帮助学员回顾、总结本项目技能，自我评价完成情况，掌握实践技能要求。

*SUMMARY（小结）对本项目的技能和知识点予以梳理、总结，便于复习和记忆、掌握，达到提纲挈领的效果。除此以外，本教材每部分还为教师提供了相关检查表格、评分表等课外参考资料等，使教师备课更加方便、快捷、高效。

教育部英语专业教学指导委员会秘书长牛健博士曾经指出了目前我国高职院校商务英语实训工作的不足，如实训环节薄弱、教材短缺、办学特色不明显等。他还举例说明了商务英语实训教材应该达到的几点要求：第一，商务英语实训应体现行业特色；第二，应以英语语言能力训练为主；第三，教材主编实行"双主编制"，即英语教学主编和行业主编相结合；第四，编教材要以学习者为中心(learner-centered approach)；第五，力争做到包含多媒体资料、课程网站等立体化教材。

基于上述要求，本教程立足于培养学生的职业迁移能力，本着为他们奠定牢固的可持续发展职业能力，以培养21世纪国际通用型商务英语人才（通才）为目标，体现如下特色：

一、行业特色。本教程根据建构主义理论，充分借鉴澳大利亚TAFE教育的"职业导向、能力本位"先进理念，参考和吸收国内外最新的有关经济管理、商贸类岗位群的"核心职业技能"及有关高职高专商务英语教育的研究文献，经过对往届商务类毕业生和主要用人单位的问卷调研和访谈及在线调查问卷等手段，并充分参照"剑桥商务英语证书考试（BEC 初级、中级）"和

我国的"全国国际商务英语考试（CNBET 一级、二级）"等，精选出商务类毕业生职业可持续发展最重要的八个职场技能为主线，突出行业特色，使学生通过实训掌握这些商务技能后，不仅能在职场上纵横驰骋，也非常有助于学员顺利通过相关考试。

二、突出实训的"训"。 按照教育部关于高职高专教育的"实用为主、够用为度"原则，本教材实训内容简洁、实用，重点突出，以英语为工具，采用知识先行、突出实践性（模拟真实情景）、互动性，紧密围绕职业实践技能，展开主题式的英语阅读、听力、口语、写作和翻译训练，充分体现在技能的实践中使用英语、提高英语的特点，对每一项目主题的中心内容进行不断的强化和循环实践，以提高学员的英语综合运用能力，突出、强化实训效果。

三、双主编制。 本教程编写团队由中方具有丰富商务英语教学经验的教师和澳方 TAFE 学院既具有多年商务经历又在我国高职院校商务专业多年从事商务英语教学的资深专家组成，从而有效地保证了本教材内容的针对性、实用性、新颖性，同时也符合我国高职教育的国情。

四、以学习者为中心。 本教程突出以学习者为主体的理念，即"以学习者为中心"的 learner-centered、learning by doing，凸显"训与练"，通过以教师讲解、指导，结合案例分析、学生角色扮演、小组讨论、学生自我总结、评价与教师评价相结合等形式多样的参与式教学活动，使教师从"一言堂"的主讲人转变为指导者、导演和评价者，学生不再是教师灌输知识的被动接收者、被监督者，而是全面参与教学设计、自我管理的课堂主人，充分体现了"教、学、做"合一的理念。循序渐进、由易入难的模拟实践全过程培养学生的 soft skills（软能力），如时间管理能力、团队合作精神、发现问题、分析问题和解决问题的能力等。以 Module 5 为例，实训应以学生为中心，教师通过讲解、指导和评价，引导学生灵活地掌握每个模块中的具体技能。教师可以在课堂上讲解 Skill A 中关于 personal SWOT 的具体知识点，然后通过教师用书中 Activity A.1 的具体练习要求，以学生为中心展开实训练习，引导学生按要求组成 pair，并通过互动合作完成配套练习册中对应的 SWOT 实训练习题，从而掌握 Skill A 的具体能力。每个 Module 中各项技能及其教师指导与学生实训练习题，都可以在学生手册、指导教师手册和配套练习册中一一对应找到。

五、新颖性、灵活性。 本教程打破传统教材的编排形式，将教程分为既可以组合又相互独立，便于灵活选用的模块形式，附以图表、流程图对每一项目进行总结等使实践技能和实践步骤更清晰、更直观、更醒目，便于操作并加深记忆；课程设置可以更加灵活，既可以在学期中或期末集中实践也可以根据课程安排分散进行；在实训条件部分分别给出了在教室、实验室或工作现场模拟操作的不同方案，供指导教师参考使用。

与本教程配套的 MP3 音频、教师手册、PPT 参考课件等资料，在"中国外语网"上可以下载。

本书由王录和冯岚担任主编，Susan Morrish（澳）、Daniel Morrish（澳）、王立国担任副主编。具体编写分工如下：王录负责第四、五、六、七、八模块；冯岚负责第一、二模块和课件制作；王立国负责第三模块。王录还负责全书的策划、构思、体例安排和统稿等。

本书的编写是编者的一次大胆尝试与创新，是在"商务英语"专业教学职业化发展的背景下，为满足我国高职高专商务英语类实训教材的急需所做出的努力。作者结合多年的教学经验和商务经验，以商务英语专业的培养目标为基准，借鉴国内外特别是澳大利亚(TAFE Technical and Further Education)的先进教学理念、方法和手段等，结合我国国情设计的比较系统的商务英语核心技能实训体系。

本书在编写过程中，参阅了国内外大量的相关文献，借鉴或引用了一些有关的内容和研究成果，仅在参考文献中列出，恕不一一详尽说明，并在此特向有关作者致以衷心的感谢！

本书既可以作为高职高专院校商务英语专业和经济管理类专业的实训教材使用，也可以作为该类专业的高级英语教材或选修课教材使用。此外，本书也适用于对经济管理或商务英语有兴趣者，或者有志于从事商务类特别是涉外商务工作的社会人士的培训、自学参考使用。

由于作者水平有限，书中错误和不妥之处在所难免，敬请国内外专家、学者及广大读者朋友们予以批评指正为谢。

编　者
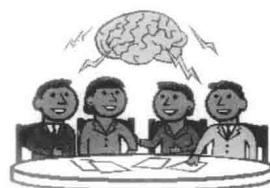
2015 年 3 月

目 录
Contents

There are numerous practical activities to complete covering reading, writing, and speaking. Each is identified by its own icon:

Reading Activity

Writing Activity

Brainstorming Session

Speaking Activity

Pair Work

Group Activity

Role-play/ Case Study

Progress check

Research

Listening Activity

Business Socialising

Introduction:

This module is designed for college or university students who will build the business network in their future career, and it will provide the basic skills required to effectively perform in the process of maintaining and improving the business relationship.

The module includes three skills

Skill A: Building a Business Network

Understand purposes & types of networks

Recognise networking opportunities

Develop networking strategies & skills

Skill B: Maintaining the Business Relationship

Represent & promote your organization

Convey a professional image

Build trust & confidence

Establish effective working relationships

Skill C: Improving Business Relationships

Review own participation in networks

Use strategies & tips to promote the relationship

Manage conflicts
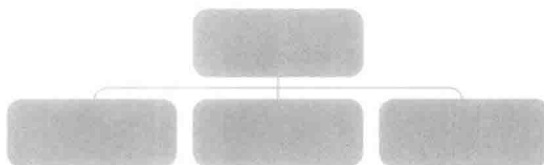
Flowcharts outline the main steps for Skills A,B and C .

Objectives

On completion of the module, you should be able to:

- √ Understand basic words and phrases useful to business socialising.
- √ Learn how to develop networking.
- √ Understand how to establish effective working relationships.
- √ Understand the skills of promoting business relationships.

Prior knowledge and skills	You should possess basic English language skills, including reading, writing, listening and speaking. A basic knowledge of business theory and operations would be a definite advantage.
Venue	Classroom or workshop equipped with multimedia facilities; computer, data projector, screen.
Hours needed	You will need 10–15 hours to satisfactorily complete the chapter. 1–2 hrs orientation; 2–3 hrs on Skill A; 3–4 hrs for Skill B; 3–4 hrs for Skill C;1–2 hrs of review and self-assessment.

Skill A
Building a Business Network

Understand purposes & types of networks

Recognise networking opportunities

Develop networking strategies & skills
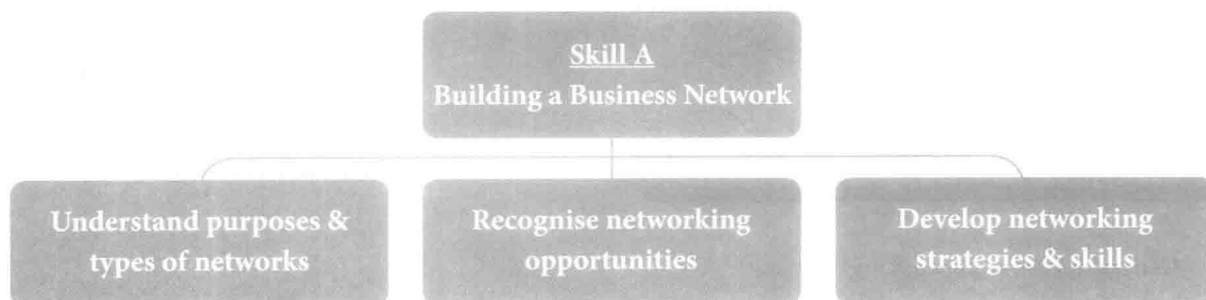
*A*ctivity *A.1 — Writing, Discussion*

Discussion

Open your workbook and complete Activity A.1 Remember to ask your teacher if you have any problems.

Understand purposes & types of networks

A business network is a type of social network whose reason for existing is business activity. There

are several prominent business networking organisations that create models of networking activity that, when followed, allow the business person to build new business relationships and generate business opportunities at the same time.

Many businesspeople contend business networking is a more cost-effective method of generating new business than advertising or public relations efforts. This is because business networking is a low-cost activity that involves more personal commitment than company money. As an example, a business network may agree to meet weekly or monthly with the purpose of exchanging business leads and referrals with fellow members. To complement this activity, members often meet outside this circle, on their own time, and build their own one-to-one relationship with the fellow member.

Business networking can be conducted in a local business community, or on a larger scale via the Internet. Business networking websites have grown over recent years due to the Internet's ability to connect people from all over the world. Internet companies often set up business leads for sale to bigger corporations and companies looking for data sources.

What are the different types of networks?

- **General business networking**

  Before online networking, there was and has always been, networking face-to-face. Many professionals tend to prefer face-to-face networking over online based networking because the potential for higher quality relationships are possible. Many individuals also prefer face-to-face because people tend to prefer actually knowing and meeting whom they intend to do business with.

- **Online business networking**

  Businesses are increasingly using business social networks as a means of growing their circle of business contacts and promoting themselves online. In general these networking tools allow professionals to build up their circle of business partners they trust. By connecting these business partners the networking tools allow individuals to search for certain people within their network. Through introductions, the members of these tools then can get in contact with new prospective business partners. Since businesses are expanding globally, social networks make it easier to keep in touch with other contacts around the world. Specific cross-border e-commerce platforms and business partnering networks now make globalization accessible also for small and medium sized companies.

Discussion

Follow your teacher's instructions to complete Activity A.2 in your workbook. Remember to ask your teacher if you have any problems.

Social Networks

Everyone has their own social network, whether online or offline. Everyone has friends, families, and people they are acquainted with. In a social network, people are held together by pre-established interpersonal relationships, such as kinship, friendship, classmates, colleagues, business partners, etc.

Social networking has created new paths to communicate and share information. An online social networking site simply makes our social networks visible to others who are not in our immediate network. The primary reason that people join a social networking site is to maintain old relationships and establish new ones to expand their network.

Social media networking is really important for people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail, blogging, instant messaging, photo sharing and gaming services.

Social networking websites are being used regularly by millions of people, and it now seems that social networking will be an enduring part of everyday life. This is one of the best ways we as a society show our growth and our progressiveness.

The opportunities for networking over the Internet expand daily. Companies expect their employees to participate in e-discussions, blogs, microblogs and Wechats. Professional organizations sponsor bulletin boards and forums. Individuals develop contacts through social and business networking sites.

*A*ctivity   *A.3 — Speaking*

Open your workbook and complete Activity A.3. Remember to ask your teacher if you have any problems.

Recognise networking opportunities

Recognising Unique Networking Opportunities

How to take advantage of networking opportunities in everyday life? You encounter these opportunities often but may miss them because they are not strictly job related. Any community where you have built a reputation is an opportunity to network — don't let your best networking opportunities get away from you because you haven't recognised them as such.

If there is a community you are particularly active in — anything from the bridge community to an online forum — the members of that community know you and your work ethic as it relates to hobbies and pastimes that you are passionate about. Members of these communities may be willing to share job leads or introduce you to key contacts in your job search. This kind of opportunity is unique in your job search because it takes advantage of relationships you've already built with people you might not otherwise have an opportunity to interact with. They are a great way to expand your circle of connections.

Some places to network that you may be missing:

Regional gatherings	Community events	Hobby based meet-ups
• Conventions	• Neighborhood committees	• Book club
• League events — football, bowling ...	• Theatre or dance groups	• Dog park
• Class reunions	• Volunteering	• Exercise clubs

Activity A.4 — Role-play

Work with a partner to complete this in your workbook. Remember to ask your teacher if you have any problems.

How to Turn a Stranger into a Network Contact

Whether you're looking for a job or trying to advance your career, networking is very important. And networking shouldn't end when you log off or head home from a conference.

Valuable contacts are on the perimeter of your social circle. They're the parents of your kids' school chums, they're sitting next to you on airplanes — basically, they're all around you every day. So how do you turn these people from relative strangers into valuable network contacts?

- **Practise your introduction.**

  This short, sound-bite of an introduction is also known as an elevator speech. This speech is designed to reveal the benefits of what you do and what makes you unique within 15 to 30 seconds. A good introduction can leave a lasting impression with your contacts.

- **Spend time engaging in genuine conversation with others.**

  Don't monopolize discussions. Ask others questions about what they do and what they love most about their business. If people join the conversation, take time to provide introductions so that everyone feels included.

- **Follow up.**

  Send articles and blog posts to your contact that he may find interesting. Make plans to meet for lunch or coffee to get to know each other better. Remember, building relationships takes time. If someone you meet at an event contacts you first, make sure to respond as soon as possible. You should respond within three days at the most. You want your contacts to feel that they are worthy of your time.

Activity A.5 — Writing, Discussion

Work with another student to act out the role-play outlined in your workbook. Remember to ask your teacher if you have any problems.

Develop networking strategies & skills

The key to understanding how to develop relationships in business networks is an important business strategy. Professional networking can expose you to a number of important contacts and opportunities. The objective is openly making genuine connections with others. The relationships you can build by networking with other professionals are priceless.

- **Identify good contacts**

    An effective professional network has a wide variety of types of people, including people from outside your industry. Look for people who are active in and passionate about their field, and who seem interested in what you're doing. Also, people who communicate well are likely to be "connectors" who have their own networks that you may be able to tap.

- **Manage your contacts**

    First, if you're at a conference or a similar event where you're receiving a lot of business cards, it is suggested to jot down quick memory-aid notes on the backs of cards — so when you enter the contact in your digital address book, you can record the name of the conference and what you talked about.

    Then, immediately after you put a new person into your address book, send a brief "Great to meet you" email — with a note about your conversation and a brief follow-up.

- **Offer value**

    Effective networking begins long before you need to get something from your network. First, you must demonstrate that you have something to offer — this builds a foundation of goodwill. Every time you talk to someone in your professional network, you should ask what he is working on, so you're aware of the problems your contacts are trying to solve.

- **Stay in touch**

    Your efforts to meet, record and court new contacts are wasted if you let relationships lapse. An effective networker is participatory and involved.