

21世纪商务英语系列教材

学生用书

商务英语听说教程



Business English

Listening and Speaking

伍巧芳 / 主编

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商务英语听说教程

Business English Listening and Speaking

(学生用书)



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编者的话

《商务英语听说教程》是一本为高等学校全日制本专科生编写的商务英语教材,也可以作为高等学校夜大、函大的听说教材。本书为上海市教委专项学科建设项目之一“法商外语教学论”中的一个子项目。

本书共 12 单元,每单元都涉及一个商务活动主题,其中的听力练习和口语活动均围绕该主题进行。本教材的特色主要表现在以下几个方面:

一、本教材将真实的商务活动与英语教学充分融为一体。

本教材听力材料内容翔实,选材广泛多样并具时效性。其目的是让学习者尽可能地接触和学习地道的“商务”英语。本教材将国际商务活动的真实内容引入课堂教学,让学生体验真实的商务世界,在掌握语言技能的同时,了解现代国际商务的现状,以达到在体验商务中学习语言、提高商务交际能力的目的。

二、将角色扮演和案例学习等体验式学习引入课堂。

只有在真实的交流情景中,外语学习才更有意义,也更有效。基于这种思想,本套教材为学生提供了自然、实用、鲜活的商务语言,每个单元都编排了角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照,给学生提供各种机会用所学语言表达自己的思想和观点,从而把所学英语化为自己的语言,真正做到学以致用。

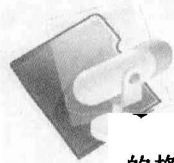
三、教学设计严谨,为体验式学习打好基础。

教材的单元设计以语言和商务技能为主线,将“听”、“说”、“练”和词汇、商务知识学习集于一体。各单元都提供原汁原味听力素材,并在案例教学中以真实的商务交际为情景,给学生以真正的体验,教材还提供情景对话、角色扮演等练习,为学生提供了交流实践机会。各单元均有相关词汇和商务知识学习,为听说练习做好准备。

总的来说,本书题材丰富,切合潮流,顺应时事。听力材料的内容深入浅出,设计了大量新颖活泼的听说活动,每一单元均有与主题相关的视频资料,旨在帮助训练学生商业领域的英听能力,轻松学习专业的商业知识与资讯,寓学于乐。

参与本教程编写的全体人员均具有商务英语专业背景,多年从事高校英语专业的教学,具备丰富的教学实践经验。其中,伍巧芳担任主编,负责全书的整体思路、单元设计和文字审校,潘苏悦、甘翠平担任副主编,负责全书材料的编排与整理、教师用书及参考书目





的格式规范与统一。负责各单元编写人员(按姓氏排序)如下表:

序号	姓名	编写单元	单元主题
1	甘翠平	Unit 1, Unit 5	Corporate Culture, Making Arrangements
2	李燕秋	Unit 8, Unit 12	Business Meetings, Solving Problems
3	潘立春	Unit 2, Unit 3	Interview, Job and Career
4	潘苏悦	Unit 10, Unit 11	Business Negotiations, Advertising and Marketing
5	伍巧芳	Unit 4, Unit 9	Entrepreneurs, Presentation
6	余志红	Unit 6, Unit 7	Business Traveling, Business Visit and Entertainment

由于编者的水平有限,加之时间紧迫,本书难免会存在一些纰漏和错误,恳请广大读者不吝赐教,提出宝贵的意见和建议,全体编写组人员感激不尽。

伍巧芳
2009年7月



使用说明

《商务英语听说教程》共 12 单元,每单元由 4 个部分组成。每单元可按 2 个学时组织教学。其中,第一部分和第二部分为 1 个学时,第三部分和第四部分为 1 个学时。当然,教师也可以自主决定每单元的分配时间,或有选择地使用各单元中的有关部分。

第一部分 **Getting Started** 主要介绍背景知识,并设计了一些简单有趣的问题让学生轻松开口。第二部分 **Listening Tasks** 是以商务场景中的对话或者案例为主的实战听力练习,也加入了与听力内容相关的口语操练,这部分的口语练习可以作为第一个学时结束的 **Wrapping Up** 活动,也可以作为第二个学时开始的 **Warming Up** 活动,目的都是让学生练习使用所学的表达。第三部分 **Video Clip** 主要源自国外原版教材或者互联网资料,对以往听说教材只有音频没有视频的情况有所突破,能给学生带来视觉的冲击,激发学生的学习热情。第四部分 **Home Listening** 主要供学生课后自学,巩固每单元的学习内容,教师也可在课堂上引导学生完成这部分内容。

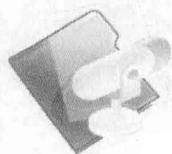
《商务英语听说教程》将听和说紧密地结合在一起,充分体现了在语境中学习语言、在使用中掌握语言的思想。大量听力和口语练习在增加学习趣味性的同时,也使学生成为课堂学习的主体,真正达到了以学生为中心的交际法英语语言教学的要求。



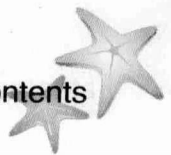
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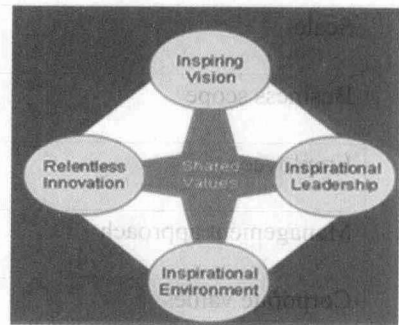
Unit 1

Corporate Culture

Part A Getting Started

1. Background Information

According to Ellen Wallach, an organizational development consultant in Seattle, "Organization culture is like pornography; it is hard to define, but you know it when you see it." Corporate can be defined as the total sum of the values, customs, traditions and meanings that make a company unique. Corporate culture is often called "the character of an organization" since it embodies the vision of the company's founders. The values of a corporate culture influence the ethical standards within a corporation, as well as managerial behavior.



2. Match these words and phrases (a-j) on corporate culture with their definitions (1-10).

a. mission statement

b. organizational hierarchy

c. dress code

d. physical plant

e. shared values

f. status symbols

g. professional growth

1. an official statement of the aims and objectives of a business or other organizations

2. rules for how the employees should wear the clothing

3. the identity by which an organization is known throughout its business areas

4. the vertical layers of ranks of personnel within an organization

5. wisdom and caution in the management of money

6. a possession which is regarded as proof of the owner's social position, wealth, prestige, etc

7. policy offering the chance to change the job position to anyone in the organization





h. internal promotion

8. necessary infrastructure or offices used in support and maintenance of a given facility

i. external recruitment

9. career development

j. thrift

10. bringing new people into an organization

Part B Listening Tasks

Listening 1: About Management Worldwide Ltd.

1. Listen to the short passage introducing Management Worldwide Ltd and have a gist of it.

2. Listen again and complete the following table.

Management Worldwide Ltd.

Scale	
Business scope	
Employees	
Management approach	
Corporate values	
Business Goal	

3. Retell the short passage.

Listening 2: About IKEA

IKEA, the Swedish furniture retailer, promotes a single corporate culture throughout its international operations. Before listening please discuss with your partner. What do you know about IKEA? Have you ever shopped in IKEA? How is it different from other furnishing retailers?





Background Information about IKEA for pre-listening discussion

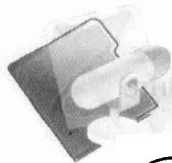
1. IKEA was founded in 1943 by Ingvar Kamprad in Sweden and it is owned by a Dutch-registered foundation controlled by the Kamprad family.
2. IKEA is an acronym comprising the initials of the founder's name (Ingvar Kamprad), the farm where he grew up (Elmtaryd), and his home parish (Agunnaryd, in Småland, South Sweden).
3. IKEA pioneered flat-pack design furniture at affordable prices.
4. Low prices are the cornerstone of the IKEA vision and business idea.
5. Much of IKEA's furniture is designed to be assembled by the consumer rather than being sold pre-assembled.
6. Although IKEA household products and furniture are designed in Sweden, they are largely manufactured in developing countries to keep down costs.
7. IKEA furniture is really cheap for local residents.
8. IKEA's products are so appealing to me.
9. Some customers complain about the poor quality of IKEA furniture.

(For more information about IKEA, please visit its official website <http://www.ikea.com>.)

In the following, you will listen to an interview with Goran Nilsson, Managing Director of IKEA UK. He talks about the company's corporate culture.

Word Bank

IKEA		宜家家居, 一家瑞典家居商。
retailer	n.	a merchant who sells goods at retail 零售店[商]
turnover	n.	the volume measured in dollars 营业额
Swedish kroner		the currency of Sweden 瑞典货币, 瑞典克朗
put ... down to		归因于
uniform	a.	unchanging in form, quality, quantity, etc 统一的; 一样的
adaptation	n.	适应
originate	v.	to come or bring into being 创始; 发源
Ingvar Kamprad		英瓦尔·坎普拉德, 瑞典宜家公司创始人
evolve	v.	to develop or cause to develop gradually 使发展, (使)进化, 演化
mission statement		目标宣言
humbleness	n.	谦逊



positioning	n.	the position held by a product brand in the opinion of consumers, in comparison with its competitors' brands 市场定位
pay off		取得成功; 得到好结果

1. Listen and choose the best answer for each of the questions.

- (1) How similar are all IKEA's stores worldwide?
 - A. Each store has the same management practices.
 - B. Each store carries a different product range.
 - C. Each store is adapted to the local culture.
- (2) What is NOT TRUE about the evolution of IKEA's values?
 - A. They originated in Sweden.
 - B. They were established in the 50s and 60s.
 - C. IKEA's mission statement today is greatly different from the spirit of its early years.
- (3) IKEA can cope with diversity among its employees because _____.
 - A. its managers are experienced
 - B. its essential values are found in all cultures
 - C. its employees interpret IKEA values differently
- (4) What is NOT the advantage of IKEA's strong corporate culture?
 - A. It makes it easy for competitors to copy IKEA.
 - B. It's easy to transfer across borders.
 - C. It makes IKEA unique.

2. Listen again, and find the English equivalents to the following Chinese.

- (1) 宜家家居将其成功归因于它的公司文化。

- (2) 我们的核心价值观, 比如简约和成本意识等, 得到所有文化的认可。

- (3) 这些价值观发源于何处呢?

- (4) 我认为我们的目标声明“让大多数人享有更美好的生活”, 在很大程度上, 仍然反映我们公司建立初期的理念。

- (5) 你可以克隆我们的产品及门店理念, 但无法克隆我们的文化。文化需要多年来塑造, 而且需要日复一日地维护。



3. Listen and give a summary.

You should take notes for what has been mentioned about IKEA's corporate culture in the interview, such as its history, core values and advantages.

Listening 3: About IKEA (continued)

In the following you are going to learn more about IKEA's corporate culture.



1. Listen and try to catch the questions raised by the woman.

If possible, take them down.

2. Second listening. Try to follow the man speaker and find answers to the questions asked by the woman.

3. Listen to the last part and have paragraph dictation and translation.

Word Bank

recruitment	<i>n.</i>	enlisting people for the job 招聘; 聘任
flash	<i>n.</i>	something eye-catching 惹人注目的东西
status symbol		visible, external denotation of one's social position and perceived indicator of a person's social status. Many luxury goods are often considered status symbols. 地位象征(很多奢侈品经常被视作地位的象征)
have no future		没有前途
extensive	<i>adj.</i>	having a large extent, area, scope, degree, etc; vast 广泛的, 多方面的
attribute	<i>n.</i>	a property, quality, or feature belonging to or representative of a person or thing 属性, 特质, 特性
mindset	<i>n.</i>	a habitual or characteristic mental attitude that determines how you will interpret and respond to situations 心态, 习惯; 观念; 思想模式
career advancement		事业发展, 职业发展; 晋升
Scandinavian	<i>n./a.</i>	the northern group of Germanic languages, consisting of Swedish, Danish, Norwegian, Icelandic 斯堪的纳维亚人(的), 北欧人(的)
identify with		to consider (oneself) as similar to another 认同; 与……产生共鸣

written rule	成文的规定
unwritten rule	不成文的规定或法则
buy into	to agree with or accept as valid (an argument, theory, etc) 认同, 认可
induction	<i>n.</i> a formal introduction or entry into an office or position 就 职; 介绍
management induction	新进高层管理者的培训 (在西方国家是经常进行的项目, 不管你来自什么工作背景, 也不管你将担任什么岗位, 都要求你了解将要上岗的公司)
Almhult	瑞典南部小镇, 宜家第一家门店创立地, 也是宜家创始人的故乡
step down	to resign or abdicate (from a position) 辞职; 退役; 下台
remain(be) in situ	保持原样

4. Listen and fill in the blanks.

It has a (1) _____. Although it's important for us to get (2) _____ people into the company, we're not interested if there's a (3) _____ of value systems. Anyone expecting a flash car or (4) _____ has no future with us. Recruitment at IKEA's an extensive process, based on judgments about a candidate's value systems and (5) _____. We can add retail skills, no problem, but it's tough to change someone's mindset.

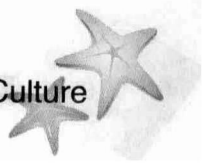
We find that many Scandinavians (6) _____ our culture but there is no written or (7) _____ concerning the (8) _____ managers. It would be impossible, however, for anyone to advance within IKEA without wholly understanding and (9) _____ the company's philosophy and culture. So managers are encouraged to visit Sweden and learn the language etc. and (10) _____ include at least one week in Almhult, where the company began.

Listening 4: Briefing on Some Companies' Corporate Culture

Do you know the corporate cultures of some well-known companies? To name some, they are KFC, McDonald's, Microsoft and Wal-mart. In the following, you are going to listen to brief introductions of their corporate cultures.

1. Listen carefully and take notes for each of them.

KFC and McDonald's:



Microsoft:

Wal-mart:

2. Now listen again and complete the sentences.

A. KFC and McDonald's

Word Bank

- assimilation *n.* the social process of absorbing one cultural group into harmony with another 同化, 同化作用
- mode *n.* a manner or way of doing, acting, or existing 方式, 模式
- supplement *v.* to provide a supplement to, esp. in order to remedy a deficiency 补充, 增补

KFC and McDonald's have (1) _____ the Chinese cultural elements of showing respect, (2) _____, understanding and assimilation, while maintaining the (3) _____ of the Western culture of efficiency, freedom, (4) _____, equality and (5) _____. This inter-cultural management mode, with American business culture (6) _____, supplemented by Chinese traditional culture, provides reference for international enterprises which need to (7) _____, enrich and reconstruct their corporate culture to (8) _____.

B. Microsoft

Word Bank

- ingenuity *n.* inventive talent; cleverness 独创性; 机灵
- empower *v.* to give or delegate power or authority to 授权; 允许

Microsoft has an (9) _____ corporate culture and a strong product development focus that is designed to (10) _____ of the industry. They believe that their employees are the company's most important asset. They are the source of creative ingenuity and success so they empower each staff member to (11) _____ in solving problems, coming up with new ideas and improving the organization. Microsoft concentrates on hiring people fit into the company culture: people who are (12) _____



to succeed, enthusiastic about how they can contribute to the organization and unafraid of suggesting and implementing new ideas.

C. Wal-Mart

Word Bank

annual sales		年销售额
relentlessly	adv.	不屈不挠地
drive	v.	to push, propel, or be pushed or propelled 驱动, 推动

With 3,200 stores in the US and more than \$200 billion in annual sales, Wal-Mart (13) _____ the Fortune 500, because it is a relentlessly (14) _____ company, Jan Mauldin, formerly director of marketing and community programs for Wal-Mart. "Save money, Better life." That is the mission statement of Wal-mart. (15) _____, Mauldin said. That corporate culture drives profit by making Wal-Mart stores the retailer of choice for a large percentage of consumers.

Useful Expressions

- Google employees are encouraged to propose wild, ambitious ideas.
- For many years, the most challenging management task at Apple was keeping your employees from working themselves to death.
- Honeywell is now reemerging with its own special identity and culture.
- At Bayer, we believe our technical and business expertise involves a responsibility to work for the benefit of mankind and contribute to sustained and environmentally friendly development.
- Carrefour makes every effort to attract, train, support and secure the loyalty of employees.

3. Speaking:

Discuss in pairs or in small groups. If you would like to set up a company, what kind of business would you like to be involved in? What is the corporate culture and mission statement you would like to establish for your company?