



国家汉办/孔子学院总部

通用

季瑾 主编

Tongyong Shangwu Hanyu

商务汉语

1

A General Course for
Business
Chinese



对外经济贸易大学出版社

University of International Business and Economics Press



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通用商务汉语

1

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通用商务汉语.1

A General Course for Business Chinese 1

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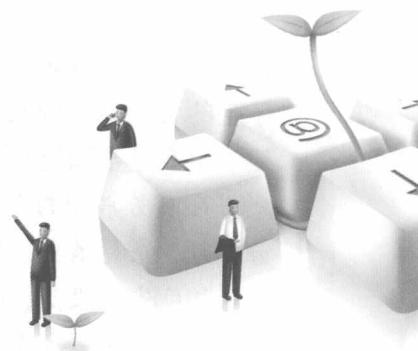
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前言



《通用商务汉语》(1~3)是以培养学习者商务汉语交际能力为目标的商务汉语综合教材。本系列教材适用于海内外有一定汉语水平(相当于HSK成绩三级或以上水平)的人士的商务汉语学习。本系列教材采用场景式的编排,既便于多媒体商务汉语教学使用,也可为依附于网络平台的远程商务汉语教育服务。

一、教材的基本结构

《通用商务汉语》第一册共有6个单元,每单元有2~3篇课文,共有13篇课文;第二册共有6个单元,每单元有2篇课文,共有12篇课文;第三册共有6个单元,每单元有1~3篇课文,共有12篇课文。每个单元包括课文、生词、专有名词、注释、练习。每篇课文均配有拼音和英译文,生词和注释均为中英文对照。每册书附赠配套的光盘。

二、教材的编写特点

1. 题材的实用性和针对性

本系列教材是针对各类商务汉语学习者的商务交际活动来编写的,强调融专业知识背景、工作技能以及语言基础学习为一体,不再是一些经济类报刊、新闻的简单搜集汇编,而是从语言和商务专业两方面给学习者提供系统、新颖、实用的“汉语+商务知识”的交际及工作使用语言的学习。

本系列教材的语法教学是为商务内容的学习服务,语法项目的讲解是为了帮助学习者学习商务内容时扫除语言上的障碍。注释中的语法按照其在课文中出现的顺序排列,以例句和通俗的表述来展现。此外,注释中还有习惯用法、口语中的常用语、文化知识、商务常识等方面的介绍。

本系列教材的练习包括语言结构功能训练和商务内容训练两部分。语言结构功能训练是为学习者熟悉、掌握教材中的汉语词汇和句型而设计的,适可而止,学习者会用即可。练习的类型各课基本一致,题型基本固定,前后练习统一,体现出训练的系统性。但也注意到了一些语言点的不同,在少数课后的题型上作了调整。

商务内容训练,此部分从听说读写四个方面全方位地训练学习者商务汉语交际能力,包括分角色朗读课文、阅读理解、角色扮演、完成任务等商务交际和任务训练。

2. 内容的商务化

教材的内容着重商务话题下应知应会的商务常识的普及。三册教材的18个单元即为18个商

务专题,每个专题下各有2~3个不同方面的课程内容。内容通过场景的编写相互关联,以扩大学生的各个商务领域的信息量为驱动,建立并扩大学生相关方面可懂信息的储存,为学习者构建一个商务常识信息平台。

在商务常识的学习中,既有社会交往,也有热门话题,题材涉及商务参观、商务接待、商务谈判、贸易流程、职场、企业管理模式和企业文化、商务招标、商务代理、市场调研、营销理念和广告、投资、商标法、知识产权、广交会、理财等。

在内容上,还根据商务交流的需要配置了一些真实的商务图表、合同、信用证、信件、求职简历、招聘广告、招标流程、代理协议、调查问卷等。

3. 体例和练习设计的交际性和任务化

本系列教材的课文是以几位核心的海内外商务人士参与商务活动为主线,以情景对话的形式来传达商务知识,在真实的商务交际场景中来学习商务汉语。

练习的重点在商务内容训练,分层次逐步展开,首先每课是帮助学习者熟悉已有的商务情景和信息的训练,如跟读、分角色朗读等。其次进入角色扮演的训练,是由学习者在学完课文的内容后编排出相关的商务情景,进行商务情景会话的操练,学后做,调动学习者自身的语言能力来实战演练。练习的内容上,突出一些与课文相关的商务技能和商务文化情景的训练和再现。练习的最后是完成任务的训练,设计了任务目标,让学习者在“做中学”,实现教学任务和现实世界的社会经济生活的结合。

三、教学建议

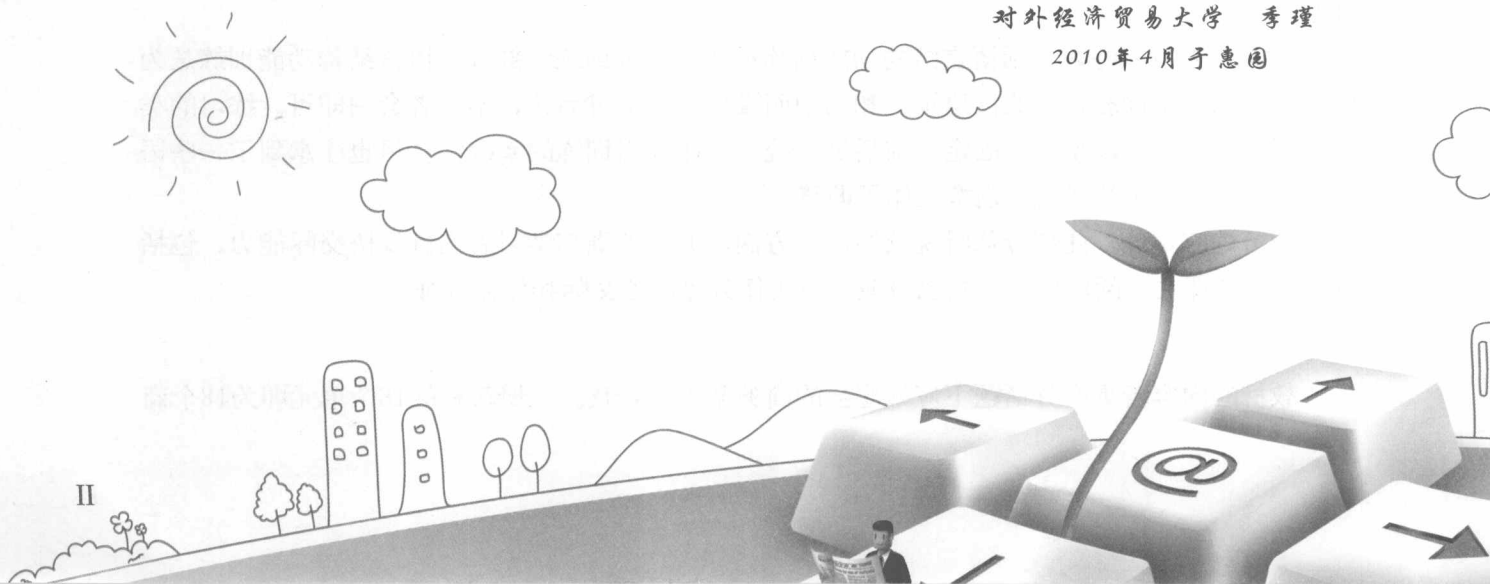
一般的进度,建议每篇课文和课后练习用6~8课时。这样,如果学习者每周有6~8课时学习本教材,一学期可学完一册书。

教材的信息量大,内容分布广,各单元的场景和内容既相互关联又相互独立,学习者可以根据自己的需要、兴趣和学习时间自由选学。练习的设计具有一定的弹性,教学过程中,可根据学习者的实际水平和教学实际安排灵活掌握。

本系列教材的编写得到了中国国家汉办和对外经济贸易大学的领导和专家们的大力支持和帮助,特表谢意。教材中有何不当之处,敬请读者予以指正,以便进一步修订。

对外经济贸易大学 季瑾

2010年4月于惠园



BUSINESS

Preface



A General Course for Business Chinese (1-3) is a comprehensive course book on business Chinese, aiming to improve the communicative skills of business Chinese learners. The course book suits the needs of those business Chinese learners who have attained a certain level (equivalent to HSK Grade III or above). This series of course books are based on situational scenes, which are convenient for multimedia teaching of business Chinese, and conducive to virtual business Chinese teaching on the Internet platform.

I. The Basic Composition of the Book

A General Course for Business Chinese (1) consists of six units, each of which contains 2 or 3 texts, totaling 13 texts. A General Course for Business Chinese (2) consists of six units, each of which contains 2 texts, totaling 12 texts. A General Course for Business Chinese (3) consists of six units, each of which contains 1 text to 3 texts, totaling 12 texts. Each unit includes text(s), new words, proper nouns, notes and exercises. Each text is matched with Pinyin (Chinese phonetic symbol) and English translation; new words and notes are both bilingual. A corresponding CD-ROM is attached to each copy.

II. The Main Features of the Book

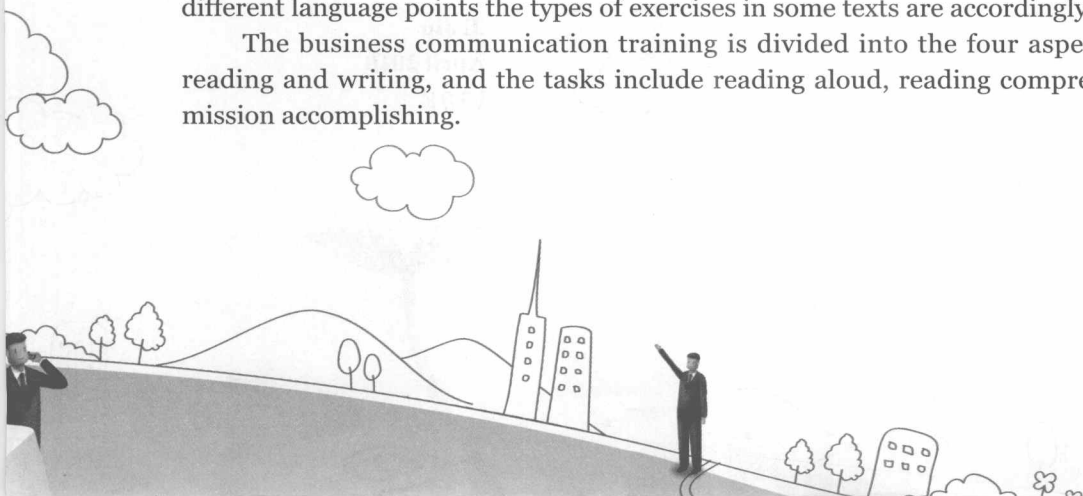
1. The practicality and effectiveness of the thematic materials

The course books cater for business Chinese learners in their business communication activities, emphasizing the combination of special knowledge, working skills and language basics. They are not just simple collections of news items from economic newspapers or journals, but provide systematic, novel and practical communicative skills for our learners from the aspects of language and business.

The grammar in these books serves the learning of business communications; the explanation of grammar helps the learners to remove the language barriers while studying the business content. The grammar in the notes is illuminated with examples and interesting explanations. In addition, the notes also touch upon idioms, popular phrases, knowledge about culture and business.

The exercises in these books consist of language structure training and business communication training. The former is designed for learners to understand and use the Chinese phrases and patterns. The types of exercises are basically fixed and consistent and therefore more systematic. However, with different language points the types of exercises in some texts are accordingly modified.

The business communication training is divided into the four aspects of listening, speaking, reading and writing, and the tasks include reading aloud, reading comprehension, role playing and mission accomplishing.



2. The business content

The content of the course books is focused on the basic knowledge of business communication. The 18 units of the three books are actually 18 topics of business communication, each of which contains 2-3 aspects of the topic. The content forms a connected whole through different situations so as to enlarge the volume of business information, to enhance the learners' memory of relevant knowledge, and to establish an information platform for business Chinese learners.

In the process of learning business knowledge, both social exchanges and hot topics are included, such as business tours, reception, negotiations, trade procedures, jobs, corporate management and culture, tendering, agency, market research, marketing and advertising, investment, trademark law, intellectual property, Canton fair, financing etc.

Required by business communication, we have also added some real business charts, contracts, L/C letters, resumes, advertisements, tendering procedures, agency agreement and questionnaires.

3. The communicative and task-oriented arrangement of format and exercises

The texts are arranged along the story line of several major business people participating in business activities. The business knowledge is learned through situational conversations and business Chinese practiced in real business communication occasions.

The focus of the exercises is in the training of business content which unfolds through different stages. The first is to help the learners to familiarize themselves with the specific business situation through shadow reading and reading aloud. Second, the learners may do role playing by making up their own conversations based on the text, which may very well stimulate their potentials in learning Chinese. In the content of the exercises, business skills related to the text and the reproduction of business situations are especially highlighted. The ultimate objective of the exercises is to help learners to learn by doing, thus combining the class teaching with the real practicing of our social and economic life.

III. Suggestions for the teaching

The average pace of the class is advised to be set at 6-8 class hours for each text including exercises. Thus learners may finish the studying of book (1), book (2) or book (3) in a semester if they spend 6-8 class hours every week.

This series of course books are rather extensive and diverse in their contents, and the situations of the units are both connected and relatively independent, so the learners may choose and learn conveniently according to their needs, interests and time. The design of the exercises is flexible. The teachers may have the liberty to arrange their own classes according to the actual level of the learners.

I hereby extend my heartfelt gratitude to the leaders and experts from Hanban and UIBE for their great support and assistance in the compilation of the course books. All comments from the readers are welcome and will be used for reference to further revision of these books.

Ji Jin
April 2010
UIBE



主要人物介绍

Introduction to the main characters

马莉——女，意大利人 (Maria Luigi)，意大利爱玛服装公司中国分公司的总经理

Maria Luigi—female, from Italy; general manager of Italian Emma (China) Garment Co. Ltd.

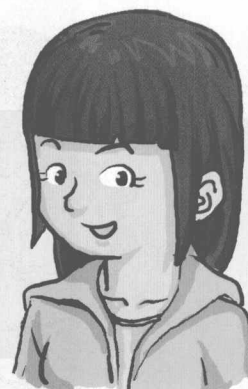


比尔——男，美国人 (Bill Andrew)，原来是职业经理人，辞职后在对外经济贸易大学中国经济贸易实务研修班进修

Bill Andrew—male, from the US; formerly a professional manager, now studying in the Graduate Program for Chinese Economic and Trade Practice of UIBE

赵红——女，中国人，对外经济贸易大学国际贸易专业四年级的学生

Zhao Hong—female, from China; a senior student majoring in International Trade at UIBE





齐远——男，中国人，对外经济贸易大学MBA二年级的学生
Qi Yuan—male, from China; in his second year of UIBE's MBA Program

王伟——男，中国人，一位职业经理人，瑞华公司的
总经理

Wang Wei—male, from China; a professional manager, general
manager of Ruihua Company Ltd.



马莉和比尔是老朋友。齐远和赵红是比
尔在对外经济贸易大学认识的朋友。马莉希望利用业
余时间提高自己的商务汉语水平，比尔介绍齐远和赵红辅导
马莉。他们四个人成了好朋友。王伟是马莉的朋友，他通过马
莉认识了比尔、齐远和赵红。

Maria and Bill are old friends. Bill gets acquainted with Qi Yuan and Zhao Hong at
UIBE. Maria wishes to improve her level of business Chinese in her spare time and Bill
introduces Qi Yuan and Zhao Hong to help Maria with her Chinese. The four become good friends. Wang
Wei is Maria's friend, and through Maria he gets to know Bill, Qi Yuan and Zhao Hong.



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BUSINESS

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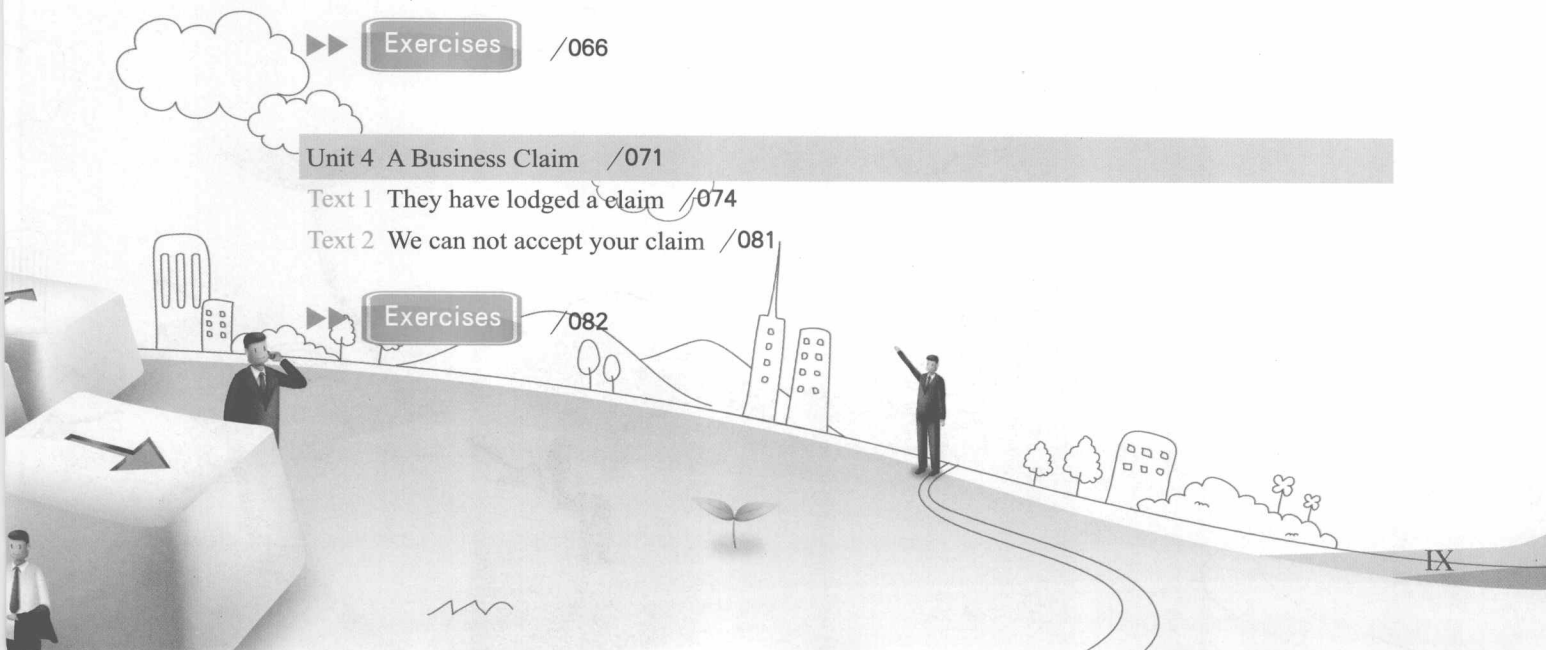
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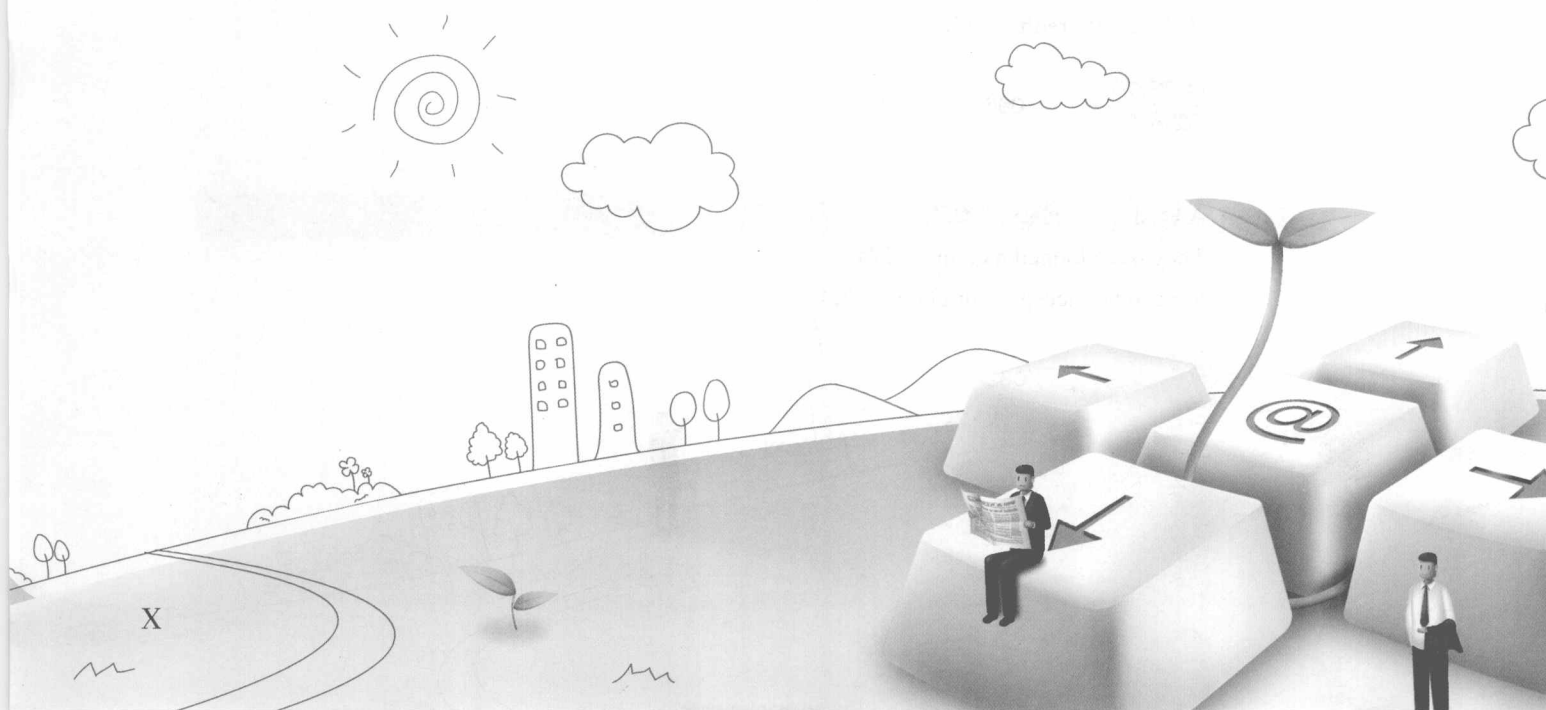
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Unit 1

Cānguān gōngsī

参观公司

Company Visit

课文一

Huānyíng nín dào wǒmen gōngsī cānguān kǎochá

欢迎您到我们公司参观考察

Yìdàlì Àimǎ Fúzhuāng Yǒuxiàn Gōngsī Zhōngguó Fēngōngsī zǒng jīnglǐ Mǎ Lì hé mìshū xiǎo Zhāng dào Tiānjīn shì jīngjì jìshù kāifāqū Xījīn Fúzhuāng Yǒuxiàn Gōngsī cānguān kǎochá, xīwàng yǔ tāmen qiàntán fúzhuāng de jiāgōng yèwù. Fúzhuāng gōngsī jiēdài rényuán bǎ tāmen dài dào huìyìshì, gōngsī de zǒng jīnglǐ Liú Zhàn yǐjīng zài huìyìshì děnghòu.

意大利爱玛服装有限公司中国分公司总经理马莉和秘书小张到天津市经济技术开发区喜津服装有限公司参观考察，希望与他们洽谈服装的加工业务。服装公司接待人员把他们带到会议室，公司的总经理刘战已经在会议室等候。

Liú zǒng: Mǎ zǒng jīnglǐ, nín hǎo! Huānyíng huānyíng!

刘 总：马总经理，您好！欢迎欢迎！

Fúzhuāng gōngsī jiēdài rényuán xiàng Mǎ Lì jièshào.

（服装公司接待人员向马莉介绍。）



Jiēdài rényuán: Zhè shì wǒmen gōngsī de Liú zǒng jīnglǐ.

接待人员：这是我们公司的刘总经理。

Liú zǒng: Huānyíng nín dào wǒmen gōngsī cānguān kǎochá. Zhè shì wǒ de míngpiàn.

刘 总：欢迎您到我们公司参观**考察**。这是我的名片。

Mǎ Lì: Xièxie! Zhè shì wǒ de míngpiàn.

马 莉：谢谢！这是我的名片。

Liú zǒng: Gè wèi qǐng zuò. Mǎ zǒng, nín shì dì yī cì lái wǒmen gōngsī, xiān xiàng nín jièshào yíxià wǒmen gōngsī de qíngkuàng, qǐng kàn PPT.

刘 总：各位请坐。马总，您是第一次来我们公司，先向您介绍一下我们公司的情况，请看PPT。



Xījīn Fúzhuāng Yǒuxiàn Gōngsī Jiǎnjiè

Xījīn Fúzhuāng Yǒuxiàn Gōngsī yú yījiǔjiǔsì nián zài Tiānjīnshì jīngjì jìshù kāifāqū tóuzī jiànchǎng, zhùcè zījīn wǔbǎi wàn měiyuán, zhǔyíng gè zhǒng fúzhuāng jiāgōng yèwù. Suízhe jìnnián lái Zhōngguó wàimào yèwù de xùnsù fāzhǎn, gōngsī de nián shēngchǎnliàng yìzhí zài zēngzhǎng, qùnián hé qiánnián dōu dádào le wǔbǎi duō wàn jiàn. Gōngsī xiàn yǒu yuángōng wǔbǎi yú rén, céng wèi hěn duō guójì zhīmíng pǐnpái jiāgōng guò yùndòngfú, gāojí xīzhuāng, shízhuāng, máozhī, zhēnzhī, niúzǎifú děng chǎnpǐn, chǎnpǐn zhìliàng shòudào yízhì hǎopíng. Yīnwèi Tiānjīn jīngjì jìshù kāifāqū zài shuìshōu, wàihuì, hǎiguān děng fāngmiàn gěiyǔ le dàliàng de yōuhuì zhèngcè hé biànlì tiáojiàn, shǐ wǒ gōngsī chǎnpǐn zài jiàgé fāngmiàn kěyǐ bǎochí yíding de yōushì.

喜津服装有限公司简介

喜津服装有限公司于1994年在天津市经济技术开发区**投资建厂**，注册**资金500万美元**，主营各种**服装加工业务**。随着近年来中国**外贸业务**的迅速发展，公司的年生产量一直在增长，去年和前年都达到了500多万件。公司现有**员工500余人**，曾为很多国际**知名品牌**加工过运动服、高级西装、时装、毛织、针织、牛仔服等产品，产品质量受到**一致好评**。因为天津经济技术开发区在**税收、外汇、海关**等方面给予了大量的**优惠政策和便利条件**，使我公司产品在价格方面可以**保持一定的优势**。

Introduction to Xijin Garment Co. Ltd.

Xijin Garment Co. Ltd., with registered assets of \$5 million, was founded in 1994 in Tianjin Economic-Technological Development Park, mainly dealing in garment processing operations. With the rapid development of China's foreign trade, the annual output of Xijin Garment has been increasing year by year, reaching more than 5 million garments last year and the year before last year. Xijin Garment has over 500 employees, most of whom have experiences in processing sportswear, tailored suits, fashions, knitwear, crochet and jeans etc. for well-known international brands. And the quality of our products has been much acclaimed. The favorable policies and convenient facilities in taxation, foreign currency and customs, provided by the authorities of Tianjin Economic-Technological Development Park, have given us a competitive edge in prices.

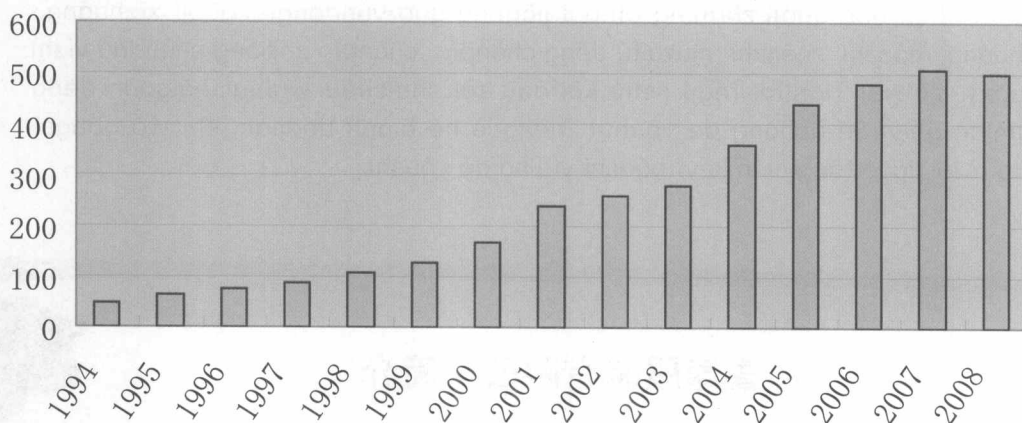


Xījīn Fú Zhuāng Yǒuxiàn Gōngsī nián shēngchǎnliàng Zhùzhuàngtú

喜津服装有限公司年生产量柱状图

Bar Chart for Annual Output of Xijin Garment

年生产量 (万件)



Liú zǒng: Mǎ zǒng, zhè xiē jiù shì wǒmen gōngsī de qíngkuàng. Nín hái yǒu shénme wèntí?

刘 总: 马总, 这些就是我们公司的情况。您还有什么问题?

Mǎ Lì: Kàn le zhè ge PPT, wǒ duì guì gōngsī yǒu le yìxiē liǎojiě. Wǒmen néng bu néng xiān cānguān yíxià guì gōngsī de fú Zhuāng shēngchǎn chējiān?

马 莉: 看了这个PPT, 我对贵公司有了一些了解。我们能不能先参观一下贵公司的服装生产车间?

Liú zǒng: Dāngrán kěyǐ, zhè běnlái yě shì wǒmen ānpái de yí bùfèn. Ránhòu zánmen zài tán jùtǐ de wèntí. Nín kàn zěnmeyàng?

刘 总: 当然可以, 这本来也是我们安排的一部分。然后咱们再谈具体的问题。您看怎么样?

Mǎ Lì: Hǎo, dào le Liú zǒng de gōngsī, jiù tīng Liú zǒng de ānpái ba.

马 莉: 好, 到了刘总的公司, 就听刘总的安排吧。