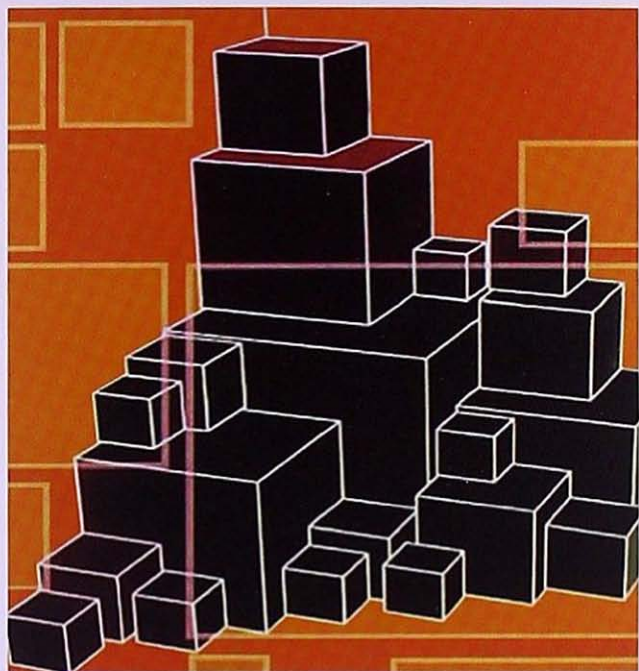




全国高等院校基于工作过程的校企合作系列教材



Workshop of International Business Spoken English

国际商务英语 口语实训

主 编 朱杨琼 马忠才
企业顾问 倪森雷



对外经济贸易大学出版社
University of International Business and Economics Press



全国高等院校基于工作过程的校企合作系列教材

国际商务英语口语实训

Workshop of International Business Spoken English

主 编 朱杨琼 马忠才
副 主 编 徐国盛
编 者 乔宝玲 谢建国 金秀金
 刘有成 高田歌
企业顾问 倪森雷

对外经济贸易大学出版社
中国·北京

图书在版编目 (CIP) 数据

国际商务英语口语实训 / 朱杨琼, 马忠才主编. —
北京: 对外经济贸易大学出版社, 2012
全国高等院校基于工作过程的校企合作系列教材
ISBN 978-7-5663-0517-6

I. ①国… II. ①朱… ②马… III. ①国际商务 - 英语 - 口语 - 高等学校 - 教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2012) 第 253338 号

© 2012 年 对外经济贸易大学出版社出版发行

版权所有 翻印必究

国际商务英语口语实训 Workshop of International Business Spoken English

朱杨琼 马忠才 主编
责任编辑: 董 黛 谭利彬

对外经济贸易大学出版社
北京市朝阳区惠新东街 10 号 邮政编码: 100029
邮购电话: 010-64492338 发行部电话: 010-64492342
网址: <http://www.uibep.com> E-mail: uibep@126.com

山东省沂南县汇丰印刷有限公司印装 新华书店北京发行所发行
成品尺寸: 185mm × 260mm 13.5 印张 304 千字
2012 年 10 月北京第 1 版 2012 年 10 月第 1 次印刷

ISBN 978-7-5663-0517-6
印数: 0 001 - 3 000 册 定价: 32.00 元 (含光盘)

出版说明

教育部[2006]16号文中提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理等商科专业的学生。

本系列教材主要呈现以下特点：

1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材包括《致用商务英语阅读（上册）》、《致用商务英语阅读（下册）》、《外贸函电与单证实训教程》、《商务翻译实务》、《国际市场营销实务》、《商务英语函电》、《国际贸易实务（英）》、《商务谈判实务（英）》、《酒店实务英语》、《旅游实务英语》、《会展

实务英语》、《商务英语口译》、《外事接待实务英语》、《商务礼仪实务英语》、《涉外企业管理实务》、《旅游英语口语》、《进出口报关实务》、《外贸跟单实务》、《国际商务单证实务》、《国际货运代理实务》、《报检实务》、《生产物流运作实务》、《实用商务英语口语教程》、《国际商务英语口语实训》、《中英文导游实训教程》、《中英文酒店服务实训教程》、《集装箱运输实务》、《跨文化交际技巧——如何与西方人交往》和《商务英语听说》等教材。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材均配有辅导用书和 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

对外经济贸易大学出版社

2012 年 8 月

前 言

为了深化高职高专英语课程倡导的“学一点，会一点；会一点，用一点”的教学指导思想，本教材在编写的过程中始终贯彻“实用为主，够用为度”的教学目标，突出学生在课堂的主体作用，通过设计一定的真实教学任务充分调动学生的课堂参与度与学习兴趣，经过不断的任务操练循序渐进地培养学生的英语交际能力。本教材根据国家对高职教育的总体要求，结合高职高专商务英语专业的特点，以基于工作过程为课程模式，以就业为导向，以工学结合为特征，以英语语言能力培养为宗旨，与企业深度合作编写而成。本教材的内容选择以浙江省典型的外贸企业需求为出发点，分析高职高专商务英语专业相关的岗位群需求，在岗位群需求分析的基础上确定本教材的内容。

本教材以分析国际商务的具体工作任务为基础，按照实际工作程序设计十个涉外商务模块，每个模块以工作流程为主线包括三个平行项目，并包含四套口语测试题。模块一：招呼新老客户；模块二：招待重要客商；模块三：参加商务会议；模块四：国际商务旅行；模块五：国际商务电话；模块六：公司介绍；模块七：参加展会；模块八：洽谈合作意向；模块九：谈判贸易条件；模块十：处理商务争端。教材的编写始终以企业的真实工作任务为素材，以温州市尚德集装箱配件有限公司外贸部经理的商务活动为主线，以他的涉外交际活动和业务拓展为基础来设计各个活动项目，实现了学校与企业的深度合作，为学生创造了真实的语言学习环境，坚持“以学生为主体，以活动为主线，以能力培养为宗旨”。本教材的活动设计新颖独特，任务操作性强，教学互动设计和谐，真正实现教、学、做一体化，促进学习者职业能力培养和职业素养的养成。

本教材以板块式结构安排，系统地将背景知识、功能性语言、情景对话、扩展练习、拓展性实训等内容结合起来。每个模块围绕一个主题展开，结构包括：**Warming up, Reading in, Speaking out, Practical training**。将认知、训练、巩固、运用几个环节有效地结合起来，引导学生积极主动地进行口语训练，同时扩展学生综合应用英语的能力。

本教材由浙江工贸职业技术学院朱杨琼老师主编并负责全书的策划及审定工作，浙江工贸职业技术学院马忠才、徐国盛、乔宝玲、金秀金、谢建国、刘有成、高田歌七位老师参加了本教材的编写。其中朱杨琼老师负责模块二、模块七和模块九的 **Module 9.2** 和 **Module 9.3** 的编写；马忠才老师负责模块三和模块八的编写；徐国盛老师负责模块一和模块四的编写；谢建国老师负责模块五的编写；金秀金老师负责模块六的编写；刘有成老师负责模块十的编写；高田歌老师负责模块九的 **Module 9.1** 的编写；乔宝玲老师提

供了四套口语测试题。温州市尚德集装箱配件有限公司总经理倪森雷提供了本教材的所有案例，同时也负责了全书的审定工作，陈晓静负责了本书所有插图的绘制。本教材系浙江工贸职业技术学院校企合作重点教材，并得到学院一定的经费支持，在此表示衷心的感谢。

在编写过程中，编者参考了国内外出版的一些教材和专著，获益颇多，编者在此谨对所参考的教材、专著的版权所有者表示衷心的感谢。

由于编者水平有限，书中尚有部分需要完善和改进的地方，希望专家和读者批评指正。

2012 年 6 月

Contents

Module 1	Introduction and Greetings
Module 2	Entertaining Foreign Business Partners
Module 3	Business Meetings
Module 4	International Business Traveling
Module 5	Making Phone Calls
Test 1	
Test 2	
Module 6	Company Introduction
Module 7	Exhibition Service
Module 8	Business Contacts
Module 9	Payment, Delivery and Insurance
Module 10	Complaints, Claims and Settlement
Test 3	
Test 4	
References	

Module

Introduction and Greetings



Give trust, and you'll get it double in return.

—Kees Kamies

The world is but a little place, after all.

—Unknown

Learning Objectives

- Learn how to introduce and greet your business partners
- Learn how to chat with your business partners
- Learn how to meet and see off your business partners at the airport



Background Information

Actually it takes us long hours to establish a relationship with our business partners, although constant parting and networking to find more contacts are often and frequently used in business life. People should grasp certain skills necessary to work in the complicated business world, relating to a very high level of communication skills, not only written but also verbal. The clerk has to be very adept and flexible at multitasking and time management. She or he might spend a long time on gaining media background or training in order to better understand how the media and advertising work. Organizational and planning skills are also important in this field. In order to be a professional person, you need to sharpen your ability of how to speak effectively, how to act politely and properly in introducing and greeting your friends, talking with someone and seeing off friends. At the very beginning of the business relationship establishment, greetings play a vital role since they are regarded as one of the most important ways to be friendly to others. When greeting others, one should look at him or her in the face, keeping smiling and listening attentively. When it comes to introduction, one should cling to the following principle: introduce the one with low position to the one with high position, the younger one to the older one, and the gentlemen to the ladies. What's more, generally speaking, first name and surname are considered to be the most friendly. Never give yourself the title of Mr. as the rules of etiquette preclude this. However, it is acceptable for a woman to use Mrs., Miss and Ms. Addressing a person by his or her given name such as "Tim", "Mary" is appropriate between family members, friends or in informal situations. Note that secretaries are usually addressed and referred to also by their given names. Do not attempt to address a stranger by title. It is always better to say "Excuse me" to get someone's attention. In this way you will never use the wrong title and he or she will not be offended. On the other hand, foreigners always feel confused about Chinese names. They usually can not distinguish the given name from the family name. Therefore, when introducing yourself to a foreigner, you may state clearly how you wish to be called. Xiao Li or Mr. Li or you may simply tell him or her, "Please call me..."

In this module, different examples and useful expressions are offered to you so as to help you gain a full and better understanding about various skills and musts in three different parts.



Module 1.1 Introducing & Greeting



Warming up

Pair work A

Here are some principles you can use in introducing and greeting people. Talk with your partner which is more important and why?

- Speak slower and clearer.
- Be a good listener and if you don't catch, use "Pardon me?"
- Never use slang or "I don't know."
- Use formal words.
- Have eyeball contact whenever talking to each other.
- Use some sign or body language.
- Respect girls and ladies.
- Abide by each other's tradition and customs.

Pair work B

Work in pairs. Ask your partner how to meet, greet and introduce each other properly.



Reading in

A. Relevant sentences at first meeting.

Welcome to our company, Dick.

Excuse me, are you Mr. John Smith from ABC Company?

You must be Professor Huang from Harvard University.

Excuse me, but would you perhaps be Mrs. Hansen?

Excuse me, I am looking for David.

I am sorry. You have got the wrong person.

B. Sentences for meeting again.

Hi, long time no see, Dick. Do you remember me?

So glad/pleased to see you again. How are you?

How is your project going?

Hello, Jack. Haven't seen you for ages. How's everything going?

What brings you here?

How are things going in your company? Not bad.

How is your family?

Only if I could have met you earlier!

C. Sentences for self-introduction and introduction.

Before we start (First of all), let me introduce myself.

Mr. Bellman, allow me to introduce myself. My name is Lee Chen, the manager of International Trade Department.

Hello, may I introduce myself?

I'd like to introduce myself first.

Could you please introduce me to your manager?

This is Miss Huang. She is in charge of reception and secretarial work of the company.

Let me introduce Kate from Australia, our new client.



Speaking out

Task 1 Read the model dialogue. Pay attention to the highlighted sentences and then role-play it with your partner.

Lee Chen and Jenny are meeting for the first time. They are greeting each other.

Lee Chen=L; Jenny=J

L: Hi, my name's Lee Chen.

J: Hi, Lee. Nice to meet you. **My name is Juanita, but everyone calls me Jenny.**

L: Nice to meet you, Jenny. So, **where are you from?**

J: Well, **I was born in Thailand**, but we moved to Australia when I was about six years old.

How about you, Lee?

L: I was born in China, and lived there until I started college in Australia.

J: Wow. It seems a perfect experience for you in Australia. So, **what do you do now?**

L: I started my own business in my hometown, Wenzhou, Zhejiang Province. What about you?

J: I'm an international student at Zhejiang University.

L: Oh, really? What are you studying?

J: I'm majoring in Chinese. I will have an important appointment in ten minutes. I have to run.

Nice talking to you.

L: Me too. See you.

Task 2 Short conversation

Complete the short conversation according to the Chinese versions given to you. Then practice the conversation with your partner.



A: Hello, everybody. Let me have your attention, please. Today we have a new colleague.

(1) _____ (简, 你能给我们作一下自我介绍吗?)

B: Certainly. (2) _____ (大家好, 很高兴见到你们。) My name is Jane. I am a newcomer in our company. I must say I am so honored to work with you. I hope we can be friends in the near future.

A: Certainly we can. (3) _____ (简, 这是戴维, 我们的财务主管。)

C: It is very nice to meet you, Jane.

B: (4) _____ (见到你我也很高兴, 戴维。) You are doing a great job. The division's finance is in top shape.

A: (5) _____ (这位是布莱恩先生。他主管营销方面。) Mr. Brain, let me introduce Jane.

D: How do you do!

B: It's a pleasure to meet you, Mr. Brain. I have long heard that you are diligent and talented in work. And now I can verify this with my own eyes.

A: Mr. Brain, what is your idea if I ask Jane to be your assistant?

D: All right. I just need a person like her to help me.

B: Thank you. I will do my best.

Task 3 Presentation

Your clients from Australia will pay the first visit to your company. Work in groups and discuss how to meet them, greet them and introduce to each other. Give a presentation in the front of class.

Task 4 Read the model dialogue. Pay attention to the highlighted sentences and then role-play it with your partner.

Lee Chen is now receiving his client Carol in his company.

Lee=L; Carol=C; Susan=S

L: Good afternoon, **are you Carol?**

C: Yes, I am.

L: **It's great to see you.** I am Lee Chen, the manager of International Trade Department. Did you have a good trip?

C: Yes, it was a good flight. I was a little tired yesterday, but I'm fine now.

L: Great. **Welcome to our corporation. This is Susan, and she is in charge of the export business in European countries.**

C: I'm glad to meet you, Susan.

S: I'm glad to meet you too, Carol. I heard that you are interested in being an agent of our product.

C: Yes, this is why I come here.

L: I'm sorry I have to go to Shanghai for an appointment. Susan will exchange views with you

and give you all the help she can.

C: That's fine. I'm sorry we won't be able to talk a while. I'll talk with Susan first.

L: Ok. I'll be back tomorrow evening. I'll be at the dinner party in your honor then. I look forward to talking with you, Ok?

C: I'm looking forward to seeing you then.

Task 5 Interpretation

Interpret the following sentences to your partner.

1. 请问您是来自英国的路易斯先生吗? (pardon me)
2. 请允许我介绍一下。我叫王佳, 在中国石油进出口公司工作。我是来接你的。(introduce, work, meet)
3. 你好。今天你可以在酒店休息一下, 明天早上与我们的总经理会面。(take a rest, general manager)
4. 认识你很高兴, 布鲁斯。我是一家电脑公司的销售经理。你呢? (a sales manager)
5. 请问您是来自美国的麦奎尔先生吗? (but, from)

Task 6 Role play

Student A: You are Lee Chen, the manager of International Trade Department. Now you are meeting, greeting and introducing your company's guest, Mrs. Hansen from America, who pays the first formal visit to your company.

Student B: You are Mrs. Hansen, a senior manageress, who is going to be met by Lee Chen.



Practical training

1. Put the following sentences into correct order and act it out with your partner.

Receptionist: Liu Dali, a graduate from Northeast University of Finance and Economics

- () a. Yes. I am Liu Dali. Please call me Xiao Liu. I am a graduate from Northeast University of Finance and Economics.
- () b. How many pieces of baggage do you have?
- () c. May I help you with your suitcase? It seems very heavy. I guess you are quite tired after such a long trip.
- () d. Excuse me, are you Professor Johnson from New York?
- () e. We have reserved a room in Holiday Inn for you. Let's go now; the car is outside.
- () f. Welcome to Dalian, Professor Johnson. How is your trip? Has everything been Ok?

Guest: Professor Johnson from New York

- () g. Yes, I am. Are you Mr. Liu?



- () h. Fine, thank you very much.
() i. Oh, it's very kind of you to do so. Which hotel shall we go to?
() j. Five in all.
() k. Yes, it's fine. I have had a pleasant flight.
() l. Hello, Xiao Liu. Thank you for coming to meet me.

2. Play your role according to the Chinese versions given in the brackets.

Lin Lingling=A; John Green=B; Mr. Huang Weixing=C

A: (1) _____ (对不起, 请问您是来自伦敦的格林先生吗?)

B: Yes, I am John Green from London.

A: (2) _____ (请允许我自我介绍一下。我是温州轻工业品公司的翻译林丽。)

B: How do you do? Miss Lin.

A: How do you do? Please call me Xiao Lin. May I introduce our manager who has come to meet you?

B: Yes, please.

A: Mr. Green, this is Mr. Huang. Huang, this is Mr. Green.

C: (3) _____ (欢迎您来到温州, 格林先生。见到您很高兴。您旅途愉快吗?)

B: Oh, quite a nice one. The weather was nice throughout the flight.

C: Glad to hear that. Is this your first visit to Wenzhou?

B: Yes, it's my first time here and I've been looking forward to it.

C: I hope you will have a pleasant stay here.

B: Thank you. I am sure I will enjoy it. Mr. Huang, I am a total stranger here, and I know nothing of your customs and do not speak the language, so I hope you'll give me some suggestions.

C: (4) _____ (您什么也不必担心, 格林先生。小林负责一切事务。)

And in the intervals between our business talks, Xiao Lin will also be your guide and we will arrange some sightseeing for you, if you care for it, say the Nanxijiang River and the Yandang Mountain, which are famous scenic spots with 4 As.

B: Great. I must say nothing would please me more.

C: (5) _____ (格林先生, 很抱歉我得走了, 因为我十点有预约。我肯定小林会帮助您拿行李, 并把您送到旅馆去。)

B: Thank you very much.

3. Acting out

(1) Role play

You are one of the businessmen of Ningbo Jiulong Logistic Company. You have just

arrived at Shanghai Pudong International Airport to meet your client from America, Mrs. Hansen, who is the sales representative of Asia. Greet her, introduce to each other and tell her some arrangements for business talks.

(2) Story telling: An unforgettable experience

Work in groups of six or more. Recall one of the exciting or disappointing experiences of meeting, greeting and introducing someone. Share your unforgettable experience with the members in your group.

Module 1.2 Chatting



Warming up

Pair work A

Here are some principles you must note when you are chatting with your clients or your colleagues. Which four below do you think are most important when talking? Why?

- Impress her at first speaking.
- Take notes of some important details, and confirm by repeating key words, such as “time, place and the number of people”.
- Answer kindly and calmly no matter how busy you are.
- Give answers, especially something important, with the manager’s permission.
- Use fewer or seldom initials or special terms.
- Speak clearly at proper rate.
- Be a good listener.

Pair work B

Work in pairs. Ask your partner about what (age, income, religious beliefs and political attitudes) should not be asked in western countries and why.



Reading in

Relevant sentences for chatting.

How do you like the weather here?

How long have you been here?

It’s a lovely day, isn’t it?

Do you like reading?



It's nice talking to you.

I can hardly keep my eyes open.

How I wish I could go to Paris with you!

You seem to be in a good mood today.



Speaking out

Task 1 Read the model dialogue. Pay attention to the highlighted sentences and then role-play it with your partner.

David Smith, an importer of plastic seals, has his business office in Wenzhou. Lee Chen, his supplier, pays a visit to him with his new colleague Wang Fang.

David=D; Lee=L; Wang=W

D: Great to see you again, Lee Chen.

L: Hello, David. **How's your business going?**

D: Oh, I can't complain.

L: And how about the family?

D: Fine, thanks. How are things with you?

L: Pretty well. Thanks. David, I'd like to introduce my new colleague, Wang Fang. She's just joined us from a very famous company in Shanghai, and she'll be looking after you from now on. She'll be your day-to-day contact, David.

W: Hello, Mr. Smith.

D: David, please.

W: David, nice to meet you.

D: How do you do? And welcome to my office in Wenzhou. **Is this your first visit to Wenzhou, Miss Wang?**

W: Yes, though I've been to some other places in Zhejiang several times. But it used to be my dream to work in this beautiful and developed city.

D: **I'm glad your dream has come true.** And the city is beautiful indeed and it is one of the coastal cities opened to the outside world.

W: Yes, and it's famous for light industrial products, such as glasses, clothes, lighters and shoes.

L: So we all live in such a famous city.

D: Why not? And it's my pleasure to have you here. I hope you'll enjoy the life here and have a wonderful time.

W: Thank you, Mr. Smith. **I look forward to working with you.** Hope we could cooperate well.