

高职高专“十二五”规划教材

行业英语系列

实用商务英语教程

(工学结合教材)

Practical Business English

(上册)

● 主编 陈梅



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前言

随着我国近年来高等职业技术教育事业的迅猛发展,培养社会化和实用性人才成为高职教育的核心目标和首要任务。为顺应高等职业教育“以服务为宗旨,以就业为导向”的办学方针及“工学结合”的培养模式,我们结合教育部《高等职业教育英语课程教学要求》提出的“应积极与行业、企业合作,开发满足行业、企业岗位(群)需求的教学内容与资源”的要求,通过广泛调研与充分论证,组织了一批高职商务英语教学经验丰富的学者教师 and 外资企业的管理经营和相关岗位一线工作人员,共同编写了《实用商务英语教程》这套教材,旨在丰富高职商务英语教材,填补高职商务英语理论与实践一体化教材的空缺,同时探索适应社会发展新形势下商务英语教学的新方向和新渠道。

本教材编写过程中遵循“工学结合”的宗旨,与外资企业——广东德尔电器有限公司(Windelec Electric(Guang Dong)Co., Ltd)(美国上市公司德尔集团 www.deerinc.com 的前身)紧密合作,以其真实的商务活动为背景,借鉴其大量鲜活的案例,以职业为导向,以工作过程为主线来组织教材结构和内容,真正体现了高职商务英语教学的职业性、实践性、时代性和实用性。

本教程的主要特色如下:

1. 真实性、职业性和实用性

本套教材汲取了国内外商务英语专业教材的特点和精华,与企业紧密合作,注重培养学生的涉外商务职业技能和实践能力。教材内容的选取以工作过程为主线,以职业岗位需求为导向,做到了“五实”,即教学案例源于公司实际,教学过程依据工作实际,技能实训立足问题实际,语言方式反映岗位实际。

2. 推行“任务驱动,项目导向”的教学模式

教材以真实涉外商务工作任务及其工作过程为依据编排教学内容,科学设计学习性工作任务,教学内容融学习策略、教学方法于一体,倡导体验、实践、参与、交流与合作的学习方式,强调学生通过先易后难的预期目标任务的体验,提高商务英语的实战能力,进而感受成功的学习模式。

3. 教材拓展知识面广,内容模块化和工作流程化,表现形式灵活多样

全套教材(上、下册)共24个单元,内容新颖,实用。上册12个单元,包括日常事务、商务沟通和进出口业务三个模块。下册12个单元,包括市场营销、商务谈判、商务休闲和商务环境等4个模块,每个模块包括若干个单元,既包括接待外商、电话联系、商务旅

行、宴请等日常国际商务活动,也涵盖了建立业务联系、会展、谈判、签约、支付、装运等基本国际商务环节,同时讨论了公司形象、质量监控、营销战略、客户服务、电子商务、财务会计、外贸政策等与现代商务活动紧密相关的话题,基本上反映了当前国际商务的全貌,较好地满足高职高专商务英语教学的需求。每个单元围绕一个主题展开,分为听说、阅读和职业技能3个教学模块,具体如下:

1. 听说部分(Listening and Speaking)包括三个听力和三个口语任务,听说结合,均以工作过程为主线,开展实际的涉外商务交际,如整个外贸业务模块的听说是以一份合同的磋商为主线进行的;听力部分通过丰富多样的真实材料和活动来提高学生听的能力;口语部分结合听力部分,通过信息沟通、情景会话、角色扮演和小组活动来帮助学生开口说话。每单元的听说部分还归纳了贴近职业岗位的常用句型,并融入了听力策略的学习指导。

2. 阅读部分(Reading)包括两篇课文,选材经典、实用,课后任务形式灵活多样,并融入了阅读策略的学习与指导。

3. 职业技能部分(Career Skill)包括一到两个与职业岗位紧密相关的综合实训项目,旨在运用本单元所学知识技能来完成一项综合职业技能训练或者是处理涉外商务工作中的典型实际问题,所用案例均源于公司实际,可作为商务英语实训内容。

此外,每个单元还融入了商务礼仪、文化差异等的介绍。

本教材主要用作高职商务英语教材,可供高职商务英语、国际贸易、国际商务和电子商务等专业学生使用,也可作为涉外人员培训教材,以及商务工作者语言能力提升的辅助教材。

在本教材的编写过程中,我们得到了很多领导、同事和朋友的热情关心、帮助和指导,在此一并表示衷心的感谢。

本教程是我们在高职高专商务英语课程教学改革方面展开的一次尝试,其中难免会有不当和疏漏之处,敬请广大读者批评指正,我们会在图书再版时予以改正。

Scope and Sequence

	Topic	Social/Functional Language
1	Telephoning	1. Making a phone call 2. Making an appointment 3. Making reservations
2	Reception	1. Remarks for small talk 2. Setting the itinerary 3. Eating at a restaurant
3	Meeting Arrangement	1. Preparing for a meeting 2. Opening a meeting 3. Ending a meeting
4	Internal Communication	Develop effective communication skills
5	External Communication	Encouraging conversation
6	Establishing Business Relations	1. Making preliminary contact 2. Introducing the company and products
7	Inquiry and Offer	1. Making inquiries 2. Making offers and counter offers
8	Payment Terms	Discussing modes of payment
9	Packing and Marking	Packing and marking negotiation
10	Shipping and Insurance	1. Shipment negotiation 2. Insurance negotiation
11	Contract	1. Restating the contract 2. Checking and modifying the contract 3. Signing the contract 4. Referring to a certain clause
12	Claims and Arbitration	Settling a claim

Business Focus	Career Skills	Listening Strategies
Text A: Business Telephone Etiquette for Success Text B: Voice Recognition Reservation?	Dealing with Business Calls Functionally	Listening for specific details
Text A: Receiving Visitors Successfully Text B: Receiving Visitors with Proper Body Language	Managing Multiple Customers	Listening for gist
Text A: Strategies for a Successful Productive Meeting Text B: The Presentation	Simulating a meeting	Listening in groups of words
Text A: Effective Communication Leads to Healthy Work Relationships Text B: Basic Policies to Support Effective Internal Communications	Writing memos and business proposals	Paying attention to intonation
Text A: Managing Different Types of External Communication Text B: How to Create a PR Plan	Dealing with Crisis Communication	Directed attention
Text A: How to Establish Business Relations Online Text B: Six Suggestions for Sourcing Customers	Building up Business Relations Successfully	Making use of context (I)
Text A: The Art of the Counteroffer; When and How Much Text B: Top Five Mistakes in Price Negotiation	Price Negotiation through Emails	Making use of context (II).
Text A: Modes of Payment in International Trade Text B: A Letter of Credit	Working Out Payment Terms Effectively	Making Use of Context (III)
Text A: Packing Text B: Marking	1. Solutions to Packing Problems 2. Identifying Marks	Prediction (I)
Text A: Shipping Text B: Insurance	Arranging Shipping and Insurance	Prediction (II)
Text A: How to Write a Contract Text B: Sales Contract	Concluding a Contract	Inferring
Text A: Is it a challenge or a chance? Text B: Using Arbitration to Save Time and Money	Claim Handling	Fixation

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MODULE 1

Daily Contact

MODULE 1 DAILY CONTACT

Unit 1 Telephoning

Section I Listening and Speaking

Section II Reading

Section III Career Skills

Unit 2 Reception

Section I Listening and Speaking

Section II Reading

Section III Career Skills

Unit 3 Meeting Arrangement

Section I Listening and Speaking

Section II Reading

Section III Career Skills

Unit 1 Telephoning



Objective

After studying this unit, you are able to:

- *deal with business phone calls.*
- *take and leave phone messages.*
- *make ticket reservations and hotel reservations by phone.*





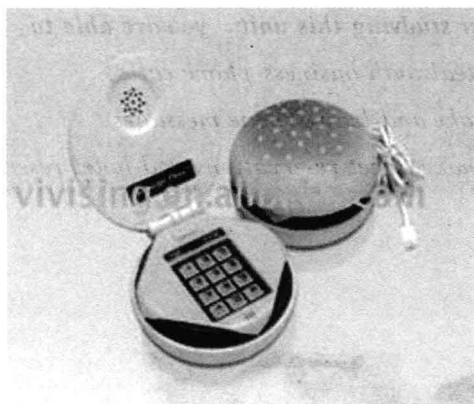
Warming-up

Task 1

Telephone is a popular communication tool, while the related products are in our surroundings. Name the following pictures with a phrase of telephone.



1. _____



2. _____



3. _____



4. _____

Task 2

A successful phone call depends mostly on the preparation, no matter whether it is outgoing or incoming. Please think about what to be prepared in your own experience and what to be the five most important in your point of view. And then give the number in the bracket.

- () Gather information you need.
- () Have the files nearby.
- () Get your diary, notepaper and pen ready.
- () Prepare the particular stuff on the computer screen.
- () Check your client list for the called person and the telephone number.
- () Examine your recent correspondence.
- () Think about the purpose of the call.
- () Predict what will be asked and said in the call.
- () Check the time zone.



Section I Listening and Speaking

Listening Strategy — Listening for specific details

Listening for key words and common connective words often helps to signal the specific information that you need to answer the question. The use of previewing and predicting will help you listen for the specific information in the listening.

Task 1 Listen and Complete

Listen to the conversation and complete the following statements.

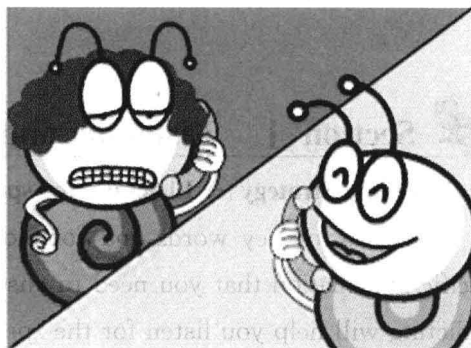
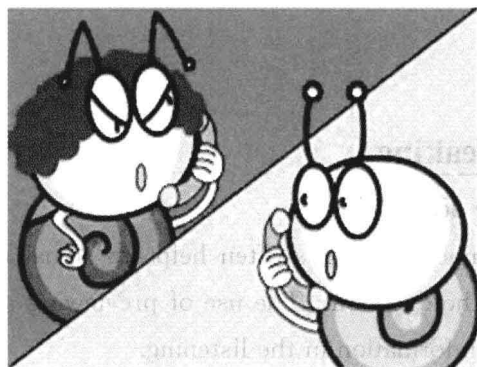
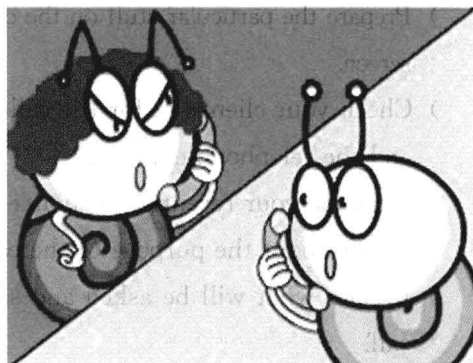
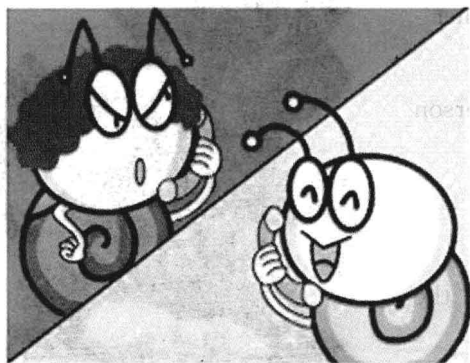
1. Mr. Stevenson got Ms. Lisa Zhang's name through Tom Simpson who is from _____.
2. Liza organized a _____ for Tom a couple of months ago.
3. Mr. Stevenson will send a small team for the _____.
4. The fair is going to take place on the _____ of March.

5. Mr. Stevenson would like Liza to arrange _____ and also to hold _____.

Task 2 Comic Talk

Look at the following comic cartoons and make a phone call with your group member.

Imagine the lady is a secretary of Windelec Company. You should guess what happened in this conversation and the lady's emotion should be told through your phone conversation and you can use Language Focus 1 as reference.



Language Focus 1: Making a phone call

Introducing yourself

- ◇ Windelec Company, may I help you?
- ◇ Good morning. Ken's speaking.

Asking for someone

- ◇ Can I have extension 321? / Could I speak to ...?
- ◇ I am ringing Bob about ...

Connecting someone

- ◇ I'll put you through.
- ◇ Can you hold on for a moment?

Replying when someone is not available

- ◇ I'm afraid ... is not available at the moment.
- ◇ The line is busy ...

Promising action

- ◇ I'll give her the message as soon as she's back.
- ◇ I'll ask her to call you as soon as possible.

Having problems

- ◇ I'm sorry, I can't hear you very well. Could you speak up a little, please?
- ◇ I've tried to get through several times but it's always engaged.

Dialing the wrong number

- ◇ I am sorry, there is no Albert Clerk at this office.
- ◇ I'm afraid you've got the wrong number.

Task 3 Listen and Complete

Telephone messages are often taken in the office. Now let's listen to the following dialogue and complete the telephone message.

TELEPHONE MESSAGE	
For: _____	Time: _____ A. M. ()
Date: _____	P. M. ()
From: _____	Tel No. _____
Of: _____	
() TELEPHONED	() PLEASE RING
() CALL TO SEE YOU	() WILL CALL AGAIN
() WANTS TO SEE YOU	() URGENT
Message: _____	
Signed: _____	

