



新编国际商务英语系列教材

新编商务英语综合教程 第1册

Business English Integrated Course

张立玉 主 编
蔡 蔚 石定乐 编 著



清华大学出版社 · 北京交通大学出版社



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内 容 简 介

本书分为两大部分,共12个单元,每部分后面各配有一套综合复习题。第一部分为职业定位,主要内容包括工作岗位、主要行业、公司简介、部门与工作职责、求职和实习。此部分主要帮助学生建立职场意识和基本的商务概念,了解求职时的资源准备。第二部分为公司的主要部门,主要内容包括部门工作所涉及的商务理念和商务技能,具体包括人力资源部、办公室行政部、市场营销部、生产部、贸易部和客户服务部。

本书可供商务英语、国际贸易、国际商务、金融、财税等经贸专业的学生作为复合型专业英语教材使用,亦可供具有一定英语基础的商务工作者学习参考。

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前 言

经济全球化的持续发展带来了国际间日益频繁的商务交流，而近年来我国的国际经济地位不断提升，更是极大地带动了市场对复合型商务人才的需求，各类高等院校纷纷开设商务英语专业或商务英语课程，培养适应 21 世纪商务活动的复合型商务人才，以满足市场需求。本书针对没有商务经验的在校学生，通过巧妙编排，从职业定位起步，帮助学生了解有关行业、公司及其各部门的基本商务概念，勾画出步入国际商务的大概轮廓，然后以求职为目标，选取具有商务英语教育背景的学生可能进入的某些部门和岗位，整合出工作内容和要求，通过大量商务信息的输入及实践能力训练的编排，培养学生的职业意识、国际商务沟通能力及商务实践技能。本书编者长期进行多层次的商务英语教学和剑桥商务英语等级考试辅导，并均有一定的国际商务实践工作经验。在本书的编写过程中，编者针对学生的特点和信息化时代商务的特点，强化学生的职业意识和英语实践应用能力，有意识地弱化有关英语语法的内容和训练

本书分为两大部分，共 12 个单元，每部分后面各配有一套综合复习题。第一部分为职业定位，主要内容包括工作岗位、主要行业、公司简介、部门与工作职责、求职和实习。此部分主要帮助学生建立职场意识和基本的商务概念，了解求职时的资源准备。第二部分为公司的主要部门，主要内容包括部门工作所涉及的商务理念和商务技能，具体包括人力资源部、办公室行政部、市场营销部、生产部、贸易部和客户服务部。

每一单元由课堂导引 (Getting-in)、三个主要模块 (Module)、头脑风暴 (Brain-storming)、团队作业 (Team-working)、注释 (Notes)、背景信息 (Background)、课后作业 (Assignment) 和课后反馈 (Reflection) 等部分组成。课堂导引 (Getting-in) 在编排时采用浅显易懂或生动有趣材料帮助学生迅速建立相关的商务概念；三个主要模块 (Module) 根据不同主题或工作内容将听、说、读、写、译 5 种基本国际商务沟通能力的训练糅合在一起；头脑风暴 (Brain-storming) 和团队作业 (Team-working) 注重学生创新思考能力和团队合作能力的培养；注释 (Notes) 侧重于相关词汇在商务语境下的灵活理解；背景信息 (Background) 给学生提供深入学习相关主题的通道；课后作业 (Assignment) 帮助学生强化学习效果；课后反馈 (Reflection) 帮助学生掌握自主学习的概念和方法。

本书的学时建议为 60 ~ 70 课时，教学中应多利用书中的案例鼓励学生讨论，完成形式多样的工作任务，同时应鼓励不同的想法和观点。此外，编者还建议在教学中结合实际，将实际工作和生活中的材料结合使用，这样将会有更好的效果。

本书在编写过程中参考了国内外大量的有关书籍和资料，在此向有关作者和提供资料的公司表示衷心的感谢。由于编者在本书的编写过程中做了一些求新的探索，故难免有不足之处，希望广大读者批评指正。

编 者

2012 年 12 月

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Part 1

Career Orientation

职业定位

新编商务英语综合教程 第1册

Unit 1

Jobs & Positions

Focus

- Jobs and Positions
- Likes & Dislikes
- Proper Job for You
- Making a Survey

? Getting-in

1. *Work in pair:* Look at the pictures and tell your partner what the jobs are.

accountant

actress

chef

engineer

designer

nurse

photographer

programmer

scientist

teacher

tourist guide

waiter



(1) _____



(2) _____



(3) _____



(4) _____



(5) _____



(6) _____



(7) _____



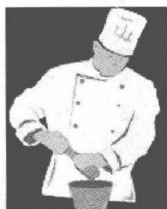
(8) _____



(9) _____



(10) _____



(11) _____



(12) _____

2. Why do you think that job is suitable for you? Which words do you think can best describe the job you like?

interesting challenging boring initiating pressing well-paid
 funny exhausting time-consuming troublesome promising

3. What qualities do you think you are equipped with now?

loyal firm-willed initiative dynamic ambitious absent-minded timid
 open-hearted diligent industrious conservative optimistic sentimental pessimistic

Module 1 A Promising Career Ahead

1.1 Reading

Mike, Linda and Lee are graduates from a community college. They are trying to work out what to do for their future career. Read their conversation and fill in the gaps in the sentences.

- (1) Linda can speak _____ languages.
- (2) Mike prefers a job that should be _____.
- (3) _____ is a very important factor for Lee when evaluating a job or position.
- (4) They agree that the first thing of the first for them is to _____.

Mike: Here we are, all the classes, all the exams, and all the assignments, gone!

Linda: But I ... I may get a bit sentimental or something. When old Dave said Good-bye at last I couldn't get bursting into tears.

Mike: You girls! Well, to tell you the truth, it isn't easy.

Lee: Anyhow, I have to get myself engaged in job-hunting now. And I'd like to know what I shall do before I start job-hunting. Have you got any idea?

Linda: It sounds practical. We also have to do the job. Mike, you always have something sharp and new.

Mike: I think I was born to do marketing as it is full of challenge and I would be pushed to hit upon

many good ideas. I'm sure I can do that.

Lee: But I still prefer to work as an accountant. You see, I have spent two years on that, and I'm planning to be a CPA in five years.

Mike: Gee. Accounting, with those figures, numbers, booking ...

Linda: Lee, you're right. You're so careful, so smart with numbers. It seems to me that accounting is designed for you, or people like you. I would not be surprised if I found a sign of "Lee's Accounting" somewhere in five or seven years.

Mike: Then how about you, a fashion designer, or a model doing cat walk on T platform, or a big shooter? All girls in this world today can not escape the haunting of this kind of silly ideas.

Linda: Your Mary, or Lily may be counted that. I cannot say what exactly I'm going to be, however, I like doing business with people. I just would like to know everything in this field before I select my career.

Lee: I'm sure you can deal with people very well, not only because you are very thoughtful, caring, understanding, but also you're so talented in language skills—Romanian, French, even Japanese. I won't be surprised that someday you speak with a clerk in China Town in that kind of twisting tongue.

Linda: I'd like to enjoy this compliment, but Mike, you're so quiet!

Mike: I'm trying to search on line if a promising and ambitious marketing manager-to-be is needed somewhere.

Lee: I'd like to work at a company not far away, so commuting would not take me too much time, and that means I have more spare time for the tough CPA.

Mike: I suggest we try to get some source from Internet.

1.2 Vocabulary

Look at the jobs in the box and put them under the correct headings.

dean	auditor	director	designer	inspector	programmer
teller	broker	accountant	supervisor	executive	typist
sales manager	receptionist	CEO	engineer	secretary	personnel assistant

Professional and Technical	Administrative	Clerical and Office

1.3 Reading & Discussing

Read the following hands-wanted adopted from a local evening newspaper and tell what job is on it. Discuss with your partner which job is preferable.

A

COOL TRAVEL JOB NY-LA-HAWAII-PUERTO RICO EVER BEEN OCEAN TO OCEAN IN 6 MONTHS? LOOKING FOR 18+ MOTIVATED, ENTHUSIASTIC GUYS & GIRLS TO JOIN DYNAMIC SALES TEAM \$500 TRAINING BONUS CALL STACIE, TOLL FREE 1-866-838-0398

B

* DRIVERS/MESSENGERS * BUSY MESSENGER SERVICE REQUIRES EXP DRIVERS w/OWN ECONOMICAL CAR XLNT \$\$\$ MAKING OPPORTUNITY (310)914-1471

C

WANTED: BILINGUAL admin assist needed for an insurance ofce, no exp necessary, full or part time in Agoura. Ask for Pauline.

D

PRODUCTION WORK NOW! No experience necessary. Learn a high tech skill. HIGH PAY! Incredible BENEFITS! Positions in Moorpark & Chatsworth. 1st & 2nd shifts available. Call (818) 222-6811 FAX (818) 222-01166 Check our website www.worktek.com

Note: There are many abbreviations in the above ads. Some of them are quite informal, for example, "w/" stands for "with", "XLNT" stands for excellent, "\$\$\$" stands for "money", ofce stands for office.

A. _____ B. _____ C. _____ D. _____

Module 2 Why Do I Like This Job?

2.1 Listening

Some people are talking about jobs and respective responsibilities. Listen to the talk and match the job to the one who is interested in it.

Paul	credit controller
Sarah	tourist guide
Sasakawa	marketing researcher
Mohamed	advertising dealer

2.2 Speaking

How to Support One's Likeness?

You have heard Sarah speaking in this way:

I find myself very much fond of contacting directly with different people. So marketing researcher is a job for me—with that job, one can talk with a lot of people, either salespeople or customers, know their needs and find oneself valuable in people's life.

Sarah can also say this way:

I'm fond of the job of marketing researcher because I like contacting different people.

Now try to tell what a favorite job is for Lee, Linda and Mike respectively. The following sentence patterns can be adapted in this practice.

- Linda likes ... because ...
- Linda is interested in ... because ...
- Linda is fond of ... because ...
- Linda is creasy about ... because ...
- ... is Linda's favorite job because ...

2.3 Discussing

Now it's your turn to present your viewpoints about your future career. First talk with your partner, and then ask for your partner's advice. You can hold your viewpoint but you should make your partner know that you do not agree with him/her.

Module 3 Which Is Counted Most?

3.1 Brainstorming

1. Match the sentences to the pictures.

- (1) My colleagues are very friendly.
- (2) Commuting is my headache.
- (3) I have to do a lot of overtime.
- (4) I travel a lot on business.
- (5) Boss is always very caring.
- (6) I'm too busy to do any sports. It's a pity!



A. _____



B. _____



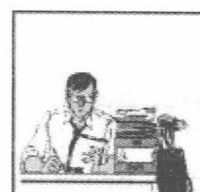
C. _____



D. _____



E. _____



F. _____

2. When deciding a job, there are more factors than job itself to be taken into account, for instance, working hour, overtime, boss, colleagues, holidays, salary, commuting, perks, bonus, work environment, etc. Choose the three factors the most important to you and put them into the box below.

1st	2nd	3rd

3.2 Comprehensive Task

Compare your table with your partner's or with your team members'. Sum up which three factors are the most commonly interested in by people around you. To make your summary more convincing, you have to provide specific information on:

- (1) the number of people you have interviewed;
- (2) the percentage for the factors respectively;
- (3) the main reasons for their choices.

The following table can be adopted for your interview and report.

	How many people choose this	Main reasons	Percentage to the total
working hour			
overtime			
boss			
colleagues			
holidays			
salary			
commuting			
perks			
bonus			
work environment			

3.3 Writing

Report writing: Based on your summary, a report could be drafted. The frame of the report has been done with some facts missing. Please complete the report.

Sub: _____ To: _____

Date: _____ From: _____

With the tutor's instruction, I have made a survey on _____.

During the survey, _____ were interviewed, and most of them were very much cooperative. Each interviewed was asked _____ questions:

(1) _____;

(2) _____.

To sum up, _____ interviewed thought _____ the 1st important that makes up _____ % to the total; _____ the 2nd important that makes up _____ % to the total; _____ the 3rd important that makes up _____ % to the total.

Based on the survey, a conclusion can be drawn that _____

_____.

Brain-storming

Before deciding a job, one usually has to make assessing about his/her personality, character, the way of thinking, the norm of behavior. But how could you collect such information? Please think about it and make a list:

(1) _____

(2) _____

(3) _____

(4) _____

Quiz

There is an interesting quiz. Do it and see if it is authentic (可靠的, 可信的).

Suppose you are about to find a job and find some hands-wanted in a classified page in the local newspaper. Which of the following jobs seems more reaching out to you that you would like to try?

- A journalist working for a broadcasting station or a TV station
- B purchasing personnel
- C fashion designer
- D editor
- E sales clerk at a boutique

Team-working

In a lot of cities, aptitude tests are available for job-hunters. Is that the case in your city? If it is, where can people do that? If it isn't, what other sources can be made use of in this purpose? Work in team, and try to find out the sources accessible. List your finding out:

- (1) _____
- (2) _____
- (3) _____
- (4) _____

Notes

challenging 有挑战性的	initiating 有开创精神的
pressing 紧迫的, 有压力的	exhausting 令人疲乏不堪的
time-consuming 时间紧迫的	promising 有前途的
dynamic 有活力的	ambitious 有雄心的
timid 胆小的, 羞怯的	diligent 勤奋的
industrious 刻苦的	conservative 保守的
sentimental 多愁善感的, 感情脆弱的	optimistic 乐观的
pessimistic 悲观的	CPA 注册会计师 (Certified Public Accountant)
booking 账簿	picky 挑剔
making a fuss 大惊小怪, 小题大做	career orientation 职业取向
break the ice 打破沉默	common ground 共同之处
timely collection 及时收账	commercial 商业广告
commuting 通勤, 上下班交通	auditor 审计员
teller 出纳	supervisor 监管, 主管
executive 经理主管人员	personnel assistant 人事助理
anthropology 人类学	optimization 最优化
cash flow 现金流	

Background

Job-Hunting Preparation: Getting Ready to Find a New Job

The key to job-search success is in the preparation.

1. Know yourself and your career focus. A lot of students have a general idea of what they want to do, but not the specifics. Take the time to explore jobs within your career field, as well as the time to really know yourself.
 - Career Assessment
 - Career Exploration
 - SWOT Analysis
 - Mission Statement
2. Determine what you have to offer prospective employers. Take the time to identify the unique accomplishments, skills, and abilities you can offer employers.
 - Accomplishments Worksheet
 - Transferable Skills
3. Develop your career marketing tools. Once you have identified what you offer prospective employers, create drafts of your job-search tools.
 - Resume
 - Cover Letter
 - Elevator Speech
 - Career/Job-Search Portfolios
4. Understand the basics of job-hunting and how to find the best job leads. Here are some best sources for job leads.
 - Career Network (of family, friends, alumni, former bosses and co-workers)
 - Career Services Office
 - Career Fairs
 - Online Job Boards
5. Become an expert at job-interviewing. Know what types of interviews to expect and prepare answers for common interview questions. Partake in mock interviews. Practice, practice, practice.

Assignment

1. Are the following statements true (T) or false (F)?

- (1) It takes her one and a half-hour to go to work everyday. ()
- (2) She always has lunch out with her customers. ()
- (3) Her job involves contacting customers by e-mail or on the phone. ()

Helen works as a junior salesperson for HUTA Company. She gets up at about 6:30 every morning. After a very quick breakfast, she leaves for the office at 7. The commuting takes her 1 and a half-hour. At 8:30, she is behind her desk. The first thing she does everyday is to check her emails on the computer. When some customers send orders, she checks the stock and then confirms the order. To check the stock, she never needs to phone the warehouse. She usually inputs the message in the stock control system, and the computer tells her if the item is in stock. At 9, she meets other sales representatives at the meeting room



for a twenty-minute regular meeting. After that, she comes back to her desk and contacts her customers on the phone. The lunch hour begins at 12 and finishes at 1pm. She usually has lunch in the canteen with her colleagues. In the afternoon, she goes to the factory to ensure that the orders are filled. Work finishes at 5. But she always invites her customers to dinner, and when she gets back home, it is often midnight.

2. Complete these sentences with the correct prepositions.

- (1) We start work _____ 8:30 and finish _____ 4:00.
- (2) Do you have a break _____ the afternoon?
- (3) The next meeting is _____ 6th May.
- (4) She starts working here _____ 2004.

3. Put these words in the correct order to make sentences, the forms of verbs may need transforming.

- (1) sometimes/Ms. Cox/before work/go to the gym

- (2) watch/we/in the evening/never/television

- (3) usually/supper/for the family/her husband/makes

- (4) travel/I/three times/on business/a month

- (5) to work/hardly ever/the train/takes/he

Reflection

Terms	
Ideas	