

Workplace English

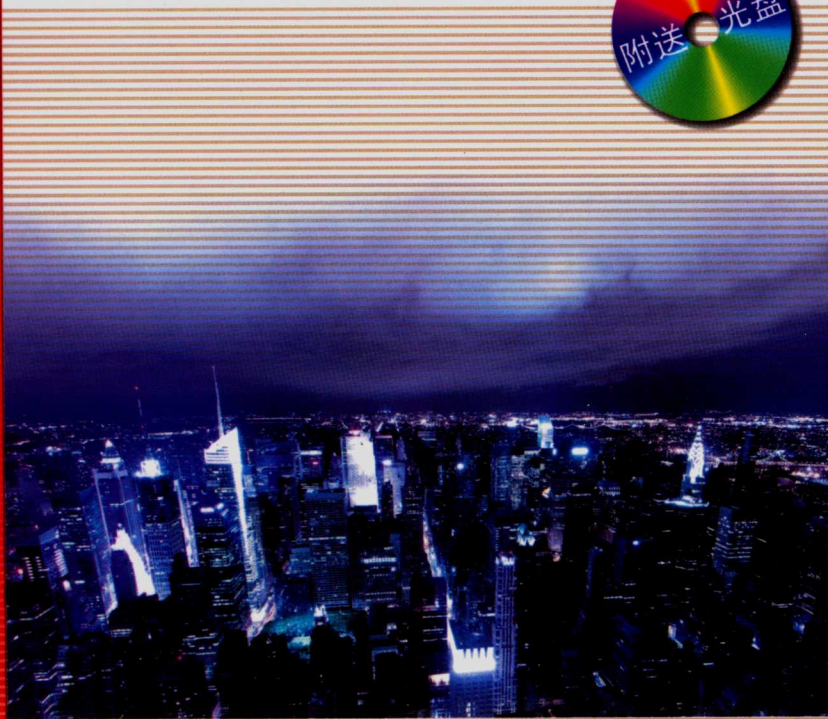
总主编 安晓灿 车贵成

21世纪应用型本科教育行业英语系列教材

Workplace English
for
Management

管理行业英语

黎 晴 龙游宇 主编



暨南大学出版社
JINAN UNIVERSITY PRESS

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前 言

2002 年教育部启动新世纪大学英语教学改革,2007 年颁布《大学英语课程教学要求》。在该教学文件的指导下,大学英语课程教学改革与建设蓬勃发展,取得了令人瞩目的成绩:创建出以现代信息技术,特别是网络技术为支撑的教学模式;确立了学生在教学过程中的主体地位,开设了资源共享的大学英语学习网站和自主学习视听说学习中心,使英语学习朝着个性化和自主式学习方向发展;课程内容体系也开始向综合类、语言技能类、语言应用类、语言文化类和专业类的必修课程和选修课程相结合的方向扩展。

在过去的 10 年中,许多地方应用型本科院校的大学英语课程建设经历了从专科教育向本科教育的过渡,在师资队伍建设、教学文件建设、基础英语教学内容体系和教学方法的改革等方面都取得比较显著的成效。但是,目前大多数院校把教学内容定位在基础英语,教学目标定位在大学英语四级考试合格率上。显然,这样的教学目标与地方院校应用型人才的培养目标和社会需求是不完全吻合的。地方高校大学英语教学深化改革面临的重大研究课题应该是根据应用型人才的培养目标和社会需求扩展课程内容体系,做到辅助专业、注重实用、面向社会、服务行业。开发应用型本科教育行业英语教材正是基于上述的分析和改革的需要,目的是培养学生在职场环境下使用英语进行交际的能力,为提升就业竞争力及未来的可持续发展打下必要的基础。

本系列教材的开发是在积极与专业课教师合作的基础上,针对应用型本科院校大学英语开设的拓展课程的教学需要进行设计的,其突出特色是:

(1) 突出行业职场交际所需要的英语知识与技能的训练,注重交际语言和技能的实用性、通用性、时效性、典型性和可模拟性。

(2) 选用的材料反映该行业的发展史及其在技术应用方面的最新或重大成果。听说材料与职场情景密切相关,简短精练;阅读文章的题材以职场交际需求为主线,体裁多样化,如行业人物访谈、行业发展趋势与动向、企业或公司简介、新产品/技术引进



与开发介绍等,既体现行业涉外交际的需要,又生动有趣;选用的应用文体现职业需求,简短典型,易读易模拟。

(3) 练习的设计体现以完成职场任务为导向和引导学生主体参与的教学理念,充分利用 group work, pair work, discussion, presentation, project, survey report 等学习方式,使练习体现职业性、实践性、交际性和协作性,不仅能为学生创造参与课堂活动的机会,还能指导他们到相关企业进行现场学习和实践,完成 group project, survey report 等学习任务。

本系列教材的每册书由八个单元组成,每个单元包括五个部分,即单元目标 (Unit Objectives)、听与说 (Let's Listen and Talk)、读与写 (Let's Read and Write)、职场项目 (Workplace Project) 和职业沙龙 (Career Salon)。书后附有练习答案、参考译文、听力会话和短文的文字材料及光盘。

本书以管理行业为背景,涉及的题材有社会经济主体、外贸企业、制造企业、企业构成、企业文化、国际经济合作、国际市场、世界经济形势与发展和行业人物等。

本系列教材的总主编是韶关学院外语学院安晓灿教授和车贵成教授;管理行业英语是由韶关学院外语学院与经济管理学院合作完成,主编是韶关学院外语学院黎晴和经济管理学院龙游宇,副主编是外语学院的李碧海和叶丹;编者有黎晴(第一单元)、李小飞(第二单元)、叶丹(第三单元)、张永平(第四单元)、万婷(第五单元)、陆境辉(第六单元)、曹博(第七单元)、李碧海(第八单元)。全书的选材与翻译由经济管理学院龙游宇和外语学院黎晴共同完成。

本系列教材的开发是一次大胆的尝试,目的是推进应用型本科教育大学英语课程的改革与建设,其中难免存在不当和疏漏之处,敬请专家学者和学生读者批评指正。

编者

2012年3月

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Unit 1

Socioeconomic Agent

Unit Objectives

- * Learn to prepare and attend a job interview
- * Learn about two main socioeconomic agents: government and businesses
- * Learn how to write a resume

Let's Listen and Talk

Listening

Situation 1 Interviewing for a job as a sales representative

Task 1

Listen to the conversation and tick the questions the interviewer asked.

- ☐ 1. Are you sure you want to apply for this job?
- ☐ 2. Can you tell me why you applied for the Sales Representative's position?
- ☐ 3. Do you know exactly what you would be doing as a Sales Representative?
- ☐ 4. Why did you leave your last job?
- ☐ 5. Why do you think that you deserve to get the job?
- ☐ 6. What salary do you expect?
- ☐ 7. Do you have any questions you'd like to ask me about the position?
- ☐ 8. When will I know if I am successful?

Task 2

Listen to the conversation again and complete the sentences.

Interviewer: Can you tell me why you applied for the Sales Representative's position?

Interviewee: Well, I've always enjoyed 1 and felt that this position would offer me an opportunity to 2 in this area.



Interviewer: Do you know exactly what you would be doing as a Sales Representative?

Interviewee: A Sales Representative helps 3, advising clients on how to choose the 4, addressing client's questions and 5 on the supplies in the store.

Interviewer: We have a lot of other applicants for this position. Why do you think that you deserve to get the job?

Interviewee: Well, I've found out a lot about this type of work and my research suggests that I would be 6 doing the work involved.

Interviewer: Now, do you have any questions you'd like to ask me about the position?

Interviewee: Yes. Could you tell me what hours I'd have to work, and for whom I'd be working?

Interviewer: You'll be 7 and under the 8 of Store Manager.

Interviewee: I see, thank you.

Interviewer: I think I've asked you everything I wanted to. Thank you for coming along to the interview.

Interviewee: Thank you. When will I know if I am successful?

Interviewer: We'll contact you next week.

Interviewee: Thank you.

Situation 2 Preparing for a good job interview

Task 3

Listen to the passage and answer the following questions.

1. What is the most important aspect in getting a new job?
2. What are you advised to do first when you prepare for a job interview?
3. What might be better for you to take to a job interview?
4. How should you dress and when should you arrive for a job interview?
5. What are you advised not to do when you answer questions?

Task 4

Listen to the passage with some blanks for you to fill in.

The job interview is the most important aspect in getting hired at a new job. Now let me provide you with some 1 to remain calm and ensure you are well prepared to have a good job interview.

Firstly, you can do some 2 on the organization you are visiting and compare your education and experience and see how it 3 the position you are interviewing for. Secondly, you may take extra copies of resumes, transcripts, 4 or any other document you think they may ask for. Thirdly, you should dress 5 even if the dress code for the job is 6. Fourthly, you must be in good time. Try to arrive around

7 early. Another important tip is that you should answer questions in a 8 ,
firm voice and never 9 your previous employer or supervisor. Last but not least, don't
10 having experience of doing certain things when you know you don't.

Follow all these tips and you should get the job! Good luck!

Speaking

Situation 3 Asking about a job opening

Sample Dialogue 1

Personnel: ABC Company. May I help you?

Yang Hai: Yes, I'm Yang Hai. I'd like to inquire whether the job for junior auditor
advertised in the paper is still open.

Personnel: Yes, the job is still open. We'll accept applications until Friday.

Yang Hai: What're the qualifications for the job?

Personnel: You should have at least a bachelor's degree with specialization in accounting,
and with some work experience in related fields.

Yang Hai: Is the job temporary or permanent, and what're the hours?

Personnel: It's a permanent full-time job with working hours from 9 a. m. to 5 p. m. five
days a week.

Yang Hai: Can you tell me what the salary is?

Personnel: Well, the starting salary is \$ 3,500 a month, with some basic benefits such
as health insurance, paid vacations, etc.

Yang Hai: Sounds good. How can I apply for the job?

Personnel: You may come in and get an application, or you can find the application form
in our website and fill it in.

Yang Hai: Thank you for your information.

Task 5

Pair work. Start a conversation with your partner according to the situation:

*You've read about a job opening for an assistant accountant advertised by a commercial
company in China Daily and now you are calling the company to ask about it.*

Situation 4 Attending a job interview

Sample Dialogue 2

Interviewer: Good morning, Mr. Yang Hai. We have here your application for the position
of junior auditor. Please tell me some key facts about yourself.

Yang Hai: Sure. I'm a college graduate from Shanghai University of Finance and Economics
with major in accounting.

Interviewer: What're your favorite subjects at school?



Yang Hai: Accounting and math. I also enjoy courses in communications, economics, humanities and computers.

Interviewer: Do you have any work experience?

Yang Hai: Yes. I had auditor internship in a company for six months.

Interviewer: What're your strengths?

Yang Hai: I'm energetic, reliable, hardworking and of high integrity.

Interviewer: Why do you think you're qualified for the post?

Yang Hai: I'm always able to work in a dynamic environment and I'm a keen observer and good team player. This is very important for auditing.

Interviewer: Can you make yourself easily understood in English?

Yang Hai: Yes, no problem.

Interviewer: What salary do you expect?

Yang Hai: A wage suitable to the position with the opportunity to advance.

Interviewer: Our final decision will be available next Friday at the latest. Thank you for coming to the interview.

Yang Hai: Thank you so much for your time. I'll look forward to hearing from you. Good-bye.

Task 6

Pair work. Role-play a job interview with your partner according to the situation:

You are attending a job interview with the administrative supervisor of Dongfang Company. The manager is asking you some questions concerning your education, work experience, strengths, English proficiency and the salary you expect.

Let's Read and Write

Reading

Task 7

Read Passage 1 and then work in pairs to speak out the common expressions given in brackets.

1. _____ (财政政策) is used by governments to influence the level of _____ (总需求) in the economy in an effort to achieve economic objectives of _____ (价格稳定), full employment and economic growth.
2. The two main instruments of fiscal policy are government _____ (支出与税收).
3. As a taxpayer, the government has the power to _____ (向个人和团体征税), effectively raising or lowering their _____ (可支配收入).
4. Fiscal policy is generally referred to as either being an _____ (扩

张性政策), or a (紧缩性政策).

5. Fiscal policy is said to be loose or expansionary when government spending exceeds revenue. In these cases, the fiscal budget is in (赤字).

6. Governments control (税收法规), which gives them the power to alter tax polices in an attempt to pursue any number of distant goals.

7. Fiscal policy has (宏观经济影响) beyond consumer spending.

8. (投资损失税前扣除) allow individuals and businesses to invest more aggressively.

Passage 1

<p>How Does Fiscal Policy Work?</p> <p>Fiscal policy is used by governments to influence the level of aggregate demand in the economy, in an effort to achieve economic objectives of price stability, full employment and economic growth.</p> <p>Fiscal Policy Tools</p> <p>The two main instruments of fiscal policy are government spending and taxation. As a spender, the government has the power to create and remunerate public sector jobs, invest in public works like highways and provide transfer payments to the citizenry, such as Social Security benefits. As a taxpayer, the government has the power to levy taxes on individuals and corporations, effectively raising or lowering their disposable income.</p> <p>Expansionary Fiscal Policy & Contractionary Fiscal Policy</p> <p>Fiscal policy is generally referred to as either being an expansionary policy, or a contractionary policy.</p> <p>Fiscal policy is said to be loose or expansionary when government spending exceeds revenue. In these cases, the fiscal budget is in deficit. While the absolute amount of deficit is important, what is often more important is the change in the deficit (or surplus). Government action to cut taxes, increase transfer payments or both, has the effect of raising households' disposable incomes and promoting consumer spending.</p> <p>Fiscal policy is said to be tight or contractionary when government revenue exceeds spending. In these cases, the fiscal budget is in surplus. While the absolute amount of surplus is important, what is often more important is the change in the surplus (or deficit). Government action to raise taxes, reduce transfer payments or both, has the effect of reducing households' disposable incomes and depressing consumer spending.</p>	<p>财政的 总体的</p> <p>给……报酬</p> <p>征收 可支配的</p> <p>扩张性的 紧缩性的</p> <p>赤字</p> <p>盈余</p>
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Economic Effects of Fiscal Policy

Governments use fiscal policy to promote social, economic and security agendas. The theoretical economic effects of a fiscal policy can take many forms, only some of which are part of a policy's original intention.

Taxes

• One of the most direct and common ways that a fiscal policy affects the economy is by changing the tax structure. Governments control tax codes, which gives them the power to alter tax policies in an attempt to pursue any number of distant goals. For example, as part of its fiscal policy the government may choose to reduce tax rates for low-income families, leaving more money for buying basic necessities and allowing the government to reduce the money it spends on welfare and social programs. Such an action would affect **taxpayers** at all levels, by either reducing their tax rate directly or altering the government's revenue and spending.

Employment Rates

• Governments undertake many acts of fiscal policy as efforts to create jobs or encourage employers to hire more workers. Fiscal policy can have this broad economic effect in a number of ways. For example, the government can offer a **tax credit** for each new full-time employee the business hires, serving as an **incentive** for hiring. Alternatively, the government can reduce income tax rates for the wealthy, leaving small business owners with more money to invest into their businesses, including their **payrolls**.

Consumer Spending

• Consumer spending refers to the buying power that consumers have in an economy, and how they choose to exercise that power. A government may elect a fiscal policy that consists of lowering interest rates and delivering tax **rebates** to consumers, making it easier for people to borrow and spend money to make necessary and **discretionary** purchases. This, in turn, provided bigger profits for retailers and results in faster growth, and more revenue in the form of sales tax and business income taxes for the government.

Interest Rates and Exchange Rate

• Fiscal policy has macroeconomic implications beyond consumer spending. In particular, it affects the interest rate and exchange rate. When the government runs a deficit, it must borrow from investors by issuing **treasury bonds**. This has the effect of raising the interest rate as the government competes with other borrowers, such as corporations, for consumers' savings. A higher interest rate has the **knock on effect** of attracting more foreign capital, leading to an appreciation of the dollar.

Investing

• Fiscal policies also affect the ways individuals and businesses invest their money. When the government increases tax credits for certain types of investment,

纳税人

税收抵免
激励

薪资名册

退款

自由裁量的

国库券

连锁反应

such as investments in **alternative** energy, it gives investors added incentive to put their money into some businesses as opposed to others. Tax **deductions** for investment losses allow individuals and businesses to invest more **aggressively** while market regulation complicates the process of investing but also makes it potentially safer for consumers.

Limitations of Fiscal Policy

Fiscal policy is defined as government spending and taxation, and plays an important role in economic stabilization. But in the long run, the effects of fiscal policy are limited as shifts in aggregate demand **manifest** themselves in the price level, not in output. Over long periods of time, an economy's output is determined by the supply, not the demand, of factors of production: capital, labor and technology. Fiscal policy can exert a temporary influence on an economy's rate of output, but attempts to manipulate this natural rate of output over the long run are likely to be less and less effective.

可替代的
扣除
积极地

显现出

Task 8

Read the passage again and supply the missing words or expressions to complete the following statements in pairs.

1. When the fiscal policy is contractionary, the fiscal budget is _____.
2. While attempting to pursue any number of distant goals, governments can control tax codes, which give them the power to change _____.
3. A tax credit can be offered by the government as an incentive for _____.
4. People are easier to make necessary and discretionary purchases because of the government actions to _____ and _____ to consume.
5. The government must borrow from investors by issuing Treasury bonds when its spending _____.
6. What determines an economy's output for the long periods of time is the supply of factors of production, which are _____, _____ and _____.

Task 9

Work in groups and discuss the following questions.

1. What power does the government have as a spender?
2. What should government do for raising household's disposable incomes and promoting consumer spending?
3. How would government affect taxpayers at all levels?
4. What does consumer spending refer to?
5. Why are the effects of fiscal policy limited in the long run?



Task 10

Read the sentences taken from Passage 1 and work in groups to translate them into Chinese.

1. Governments use fiscal policy to promote social, economic and security agendas. The theoretical economic effects of a fiscal policy can take many forms, only some of which are part of a policy's original intention.

2. The government may choose to reduce tax rates for low-income families, leaving more money for buying basic necessities and allowing the government to reduce the money it spends on welfare and social programs.

3. Alternatively, the government can reduce income tax rates for the wealthy, leaving small business owners with more money to invest into their businesses, including their payrolls.

4. When the government increases tax credits for certain types of investment, such as investments in alternative energy, it gives investors added incentive to put their money into some businesses as opposed to others.

5. Fiscal policy can exert a temporary influence on an economy's rate of output, but attempts to manipulate this natural rate of output over the long run are likely to be less and less effective.

Task 11

Work in pairs to complete the statements with the information from Passage 2.

1. PIER 38 is now a place where a great many of businessmen are busy competing for internet fortunes with _____ in their hands.

2. On May 9th LinkedIn established the rules for its coming _____ valued up to \$ 3.3 billion on the New York Stock Exchange.

3. Thanks to _____, it becomes much simpler and cheaper to make many creative online business ideas come true.

4. Ever more and more _____ consumer devices will appear if Moore's law continues to work magically.

5. Many financiers who earned large amount of money during 1990s bubble are anxious to put their _____ into today's small companies.

6. China prides herself on possessing the world's biggest _____ as well as the rapidest development.

Passage 2

Internet Businesses: Another Digital Gold Rush



PIER 38 is a vast, **hangar-like** structure, **perched on** San Francisco's **waterfront**. Once a place where Chinese immigrants landed with **picks and shovels**, ready to build railways during California's Gold Rush, the pier is now home to a host of entrepreneurs with smart phones and computers engaged in a race for internet riches. From their open-plan offices, the young people running **start-ups** with fashionably odd names such as NoiseToys, Adility and Trazzler can gaze at the fancy yachts **moored** nearby when they aren't furiously tapping out lines of code.

"The speed of innovation is unlike anything we've seen before," says Ryan Spoon, who runs Dogpatch Labs, an arm of a **venture-capital firm** that rents space to young companies at Pier 38. Like many other entrepreneurs, the **tenants** would love to follow firms such as Facebook and Zynga, a maker of hugely popular online games including Farmville, that have been thrust into the internet **limelight** in the space of a few short years.

Some of the most **prominent** start-ups are preparing for stock market listings or are being bought by big firms with deep pockets. On May 9th LinkedIn, a social network for professionals that took in revenue of \$ 243m last year, set the terms of its **imminent** initial public offering (IPO) on the New York Stock Exchange (NYSE), which value it at up to \$ 3.3 billion. The next day Microsoft said it was buying Skype, an internet calling and video service, for \$ 8.5 billion.

People agree that the internet world is being transformed by a number of powerful forces, three of which stand out. First, technological progress has made it much simpler and cheaper to try out **myriad** bright ideas for online businesses. Second, a new **breed** of rich investors has been keen to back those ideas. And, third, this **boom** is much more global than the last one; Chinese internet firms are causing as much excitement as American ones.

Start with technology. Moore's law, which holds that the number of **transistors** that can be put on a single computer chip doubles roughly every 18 months, has continued to work its magic, leading to the **proliferation** of ever more capable and affordable consumer devices. Some of today's tablet computers and smart phones are more powerful than perscnal computers a decade ago. IDC, a research firm, estimates that around 450m smart phones will be shipped worldwide this year, up

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晶体管

激增