



AN ENGLISH READING COURSEBOOK FOR
IT OUTSOURCING

IT服务外包

英语阅读教程

教师用书

Teacher's Book

主 编◎谢职安 何 芳
副主编◎邓 静



知识产权出版社

北京四环路书业大厦

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藏书



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内容提要

本书是与《IT服务外包英语阅读教程(学生用书)》配套的教师用书,对教材中的阅读材料、课后练习、延伸练习等进行了详细解读,并给出参考答案,有助于授课教师有针对性地进行课堂教学。

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前言

PREFACE

进入 21 世纪以来,经济全球化趋势加剧,从而产生了对于具有较高专门英语应用水平的专业人才的大量需求。目前国家倡导大力发展服务外包人才培养,我校于 2009 年获批成立国家级服务外包人才培养模式创新实验区。在这种大力发展服务外包产业的背景下,必然对高质量的相关专业技术英语教学提出更高的要求。

信息技术外包英语强调的是在软件外包特定环境下的特种交际,由于这种新型产业在中国方兴未艾,只经历了较短时期的初步发展,这就给信息技术外包英语教材的开发带来了很大的难度。为此,本套教材在这方面做了积极的尝试。

信息技术软件外包英语的教材不同于普通大学英语教材,更加注重专门性、实用性和真实性,侧重点并不拘泥于一般性语言知识本身的传授,而更注重为英语学习者提供有针对性的专门化语言素材,创设模拟的行业英语语言场景,促进学习者的专业和行业导向的语言学习,从而培养特定的语言应用和交际能力。在这一理念的指导下,本套教材将外包企业岗位的知识能力和技能需求密切结合,立足外包产业的前沿进行编写。

本套教材根据信息技术外包专业课设置,贴近学生的学习需要设置了 8 个单元,从总述到具体,由浅入深,介绍了信息技术外包的各方面知识,包括软件需求、软件开发、软件测试与维护、软件外包服务等。每个单元的教学目标以阅读和写作为主,注重对学生思考能力、学习能力的启发和培养。每个单元安排 4 学时,适合 32~40 学时的教学安排使用。每单元在开篇明确本单元学习目标,指导学生的学习。然后围绕同一主题选材,三篇文章均选自国外软件工程类书籍和时代性很强的网络资料,让学生置身于英语语言环境中。每篇文章都包括 Lead-in, Text, Key Words and Expressions, Useful Terms, Notes, Exercises 等部分。每单元最后还包括 Guided Writing 和 Case Study 部分,培养学生提高实际操作能力。

本套教材的特色有:

一、内容翔实且有深度。每单元三篇文章与主题高度相关,从不同方面培养学生的知识技能和专业技能。**Lead-in** 部分让学生熟悉并掌握 IT 外包各方面的专业术语的英语表达和含义,并启发学生的思考能力。文章后对词汇、专业术语等有详细的注释;**Exercises** 则一方面引导和帮助学生理解全文,另一方面则使学生在学完本套教材之后能够掌握一定的 IT 外包常用词汇,并提高文档的翻译技能。

二、每单元的 **Guided Writing** 全部来自真实的外包语言场景且具有时效性,每篇文章的写作都有范例供学生模仿。这一部分旨在培养学生熟悉软件文档的写作规范,提高编写英文软件开发文档的能力,做到使学生毕业后能够参与英语语言环境下的软件公司基础项目或者进行相应的辅助性工作。

三、书后附录 **Glossary**(总词汇表),将每单元中的重点词汇或词组表达进行了分类汇总。包括 **Key Words and Expressions**, **Useful terms** 和 **Notes** 三个目录,分别按字母顺序将生词或词组列出,且将一般性英语词汇和专业词汇分开,方便学习者系统查阅生词和进行词汇的复习。

本书为配套的教师用书,对相关背景信息和课文中出现的语法、难点等做了详细的注释,且 **Guided Writing** 和 **Case Study** 部分都附有答案供教师参考。

本套教材既可以作为本科院校软件外包专业学生学习专业英语的教材,也可作为全国各类服务外包培训机构和组织的专业培训教材,亦可作为欲从事服务外包工作的各大专院校学生和有关政府部门、企业管理人员及技术人员的培训教材和参考用书。

本套教材的开发、编写和出版得到了北京市教委重点项目“三位一体市属高校大学英语教育改革模式研究”(项目号:2014-1h03),北京市教委面上项目“借助 TEP 平台+在线课程优质资源,拓展学生英语听说能力的校本实证研究”(项目号 2015-ms194),2015 年度北京市属高等学校青年拔尖人才培养计划项目(基于慕课的英语教学与评价模式研究, CIT&TCD201504035)的资助,在此致谢!

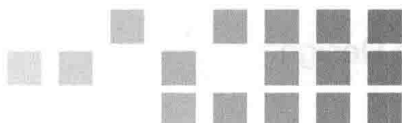
本套教材的编写团队为北京联合大学教师,具体分工为:主编谢职安、何芳负责全套书的整体设计规划、书稿审阅校对及质量把关,副主编邓静负责全套书

所有内容的审稿及校对，谢职安和何芳各编写 1 个单元的学生用书及教师用书，邓静、刘凤、李丹丹、杜晋红和何芸各编写 1~1.5 个单元的学生用书及教师用书。

由于编者水平有限，书中的疏漏和错误之处在所难免，期待能得到业内人士及广大读者的指正与支持。

主编

2016 年 9 月



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Unit 1

IT Outsourcing

1



Company	Text-related information
Howell	<p data-bbox="825 948 1188 977">1. Outsourcing Institute (OI), located at 2000 Pennsylvania Avenue, Washington, D.C., is the world's largest and most influential professional association dedicated solely to outsourcing. Since its founding by CEO and industry pioneer Frank Caprio in 1993, it has been the gateway to the outsourcing marketplace with a network of more than 70,000 professionals worldwide including more than 100 outsourcing buyers and an extensive network in the world's service sectors.</p> <p data-bbox="704 1283 1188 1312">2. Management oversight (管理监督)</p> <p data-bbox="91 1324 1188 1467">Regulatory supervision on the company in order to coordinate the efforts of people to accomplish desired goals and objectives using available resources efficiently and effectively.</p> <p data-bbox="784 1438 1188 1467">3. Health insurance (健康保险)</p> <p data-bbox="91 1479 1188 1622">According to the Health Insurance Association of America, health insurance is defined as "coverage that provides for the payment of benefits as a result of sickness or injury, including insurance for losses from accident, medical expenses, disability, or accidental death and dismemberment."</p> <p data-bbox="758 1643 1188 1671">4. Core competency (核心竞争力)</p> <p data-bbox="91 1684 1188 1874">A core competency is a concept in management theory that originally advocated by C. K. Prahalad and Gary Hamel, two business leaders in their view a core competency is a specific factor that a business sees as being central to the way the company or its employees work. It fulfills three key criteria: (1) It is not easy for</p>



Text A IT Outsourcing: The Reasons, Risks and Rewards

Text-related Information

1. Outsourcing Institute 外包协会

The Outsourcing Institute (OI), located at www.outsourcing.com, is the world's largest and most trafficked neutral professional association dedicated solely to outsourcing. Since its founding by CEO and industry pioneer Frank Casale in 1993, it has been the gateway to the outsourcing marketplace, with a network of more than 70,000 professionals worldwide including more qualified outsourcing buyers than any other network in the world.

2. management oversight 管理监督

Regulatory supervision on the company in order to coordinate the efforts of people to accomplish desired goals and objectives using available resources efficiently and effectively.

3. health insurance 健康保险

According to the Health Insurance Association of America, health insurance is defined as "coverage that provides for the payments of benefits as a result of sickness or injury, including insurance for losses from accident, medical expense, disability, or accidental death and dismemberment".

4. core competency 核心竞争力

A core competency is a concept in management theory that originally advocated by C. K. Prahalad and Gary Hamel, two business authors. In their view a core competency is a specific factor that a business sees as being central to the way the company or its employees work. It fulfills three key criteria: 1) It is not easy for

competitors to imitate. 2) It can be reused widely for many products and markets. 3) It must contribute to the end consumer's experienced benefits.

5. disaster recovery 灾难恢复, 运作复原

Disaster recovery (DR) is the process, policies and procedures that are related to preparing for recovery or continuation of technology infrastructure which are vital to an organization after a natural or human-induced disaster. Disaster recovery is a subset of business continuity. While business continuity involves planning for keeping all aspects of a business functioning in the midst of disruptive events, disaster recovery focuses on the IT or technology systems that support business functions.

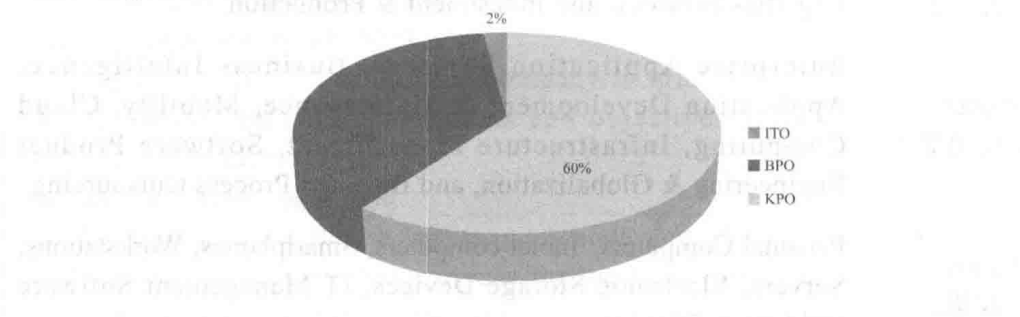
Lead-in

1. Could you list out the business scopes of the following companies?

Company	Business Scope
Huawei (华为)	Radio Access, Fixed Access, Core Network, Transport Network, Data Communication, Network Energy, Application & Software, Server, Storage, OSS
ZTE (中兴)	Wireless, Switching, Access, Optical transmission, Data, Handsets and Telecommunications Software
Founder (方正)	Bulk-Commodity Futures and Spot Trading, Warehousing & Logistics Services, and Investment & Production
Pactera (文思海辉)	Enterprise Application Services, Business Intelligence, Application Development & Maintenance, Mobility, Cloud Computing, Infrastructure Management, Software Product Engineering & Globalization, and Business Process Outsourcing
Lenovo (联想)	Personal Computers, Tablet computers, Smartphones, Workstations, Servers, Electronic Storage Devices, IT Management Software and Smart Televisions
Beyondsoft (博彦科技)	IT Consulting, R&D Engineering, IT Services, System Integration, and Business Process Outsourcing (BPO) services for diversified verticals of High-Tech, Internet, Financial Services, Telecommunications, Consumer Electronics, Manufacturing, Pharmaceuticals, Healthcare, Automobile, Media, Energy, Education and Government sectors

Isoftstone (软通动力)	End-to-end “Software & Services” capabilities including Consulting and Solutions, System Integration Services, IT Outsourcing (ITO), and Business Process Outsourcing (BPO)
Tsinghua Tongfang Co. Ltd (清华同方)	Computer, Digital City, The Internet of Things Application, Micro-electronics & Radio Frequency Technology, Multi-media, Semi Conductor & Illuminating, Knowledge Network, Military Application, Digital TV, and Environment Technology Industry Divisions
Inspur (浪潮)	ERP, PLM, SCM, CRM and mobile communication and other major systems, E-commerce system (B2B, B2C, and Web hosting), Embedded system ,Industrial Design services (machines and cars) ,Educational Training system (virtual classroom and online training) ,Enterprise Information Service system (MIS and etc.)
Neusoft (东软)	TalentBase, MPC, SkillBase, NetEye SOC, Computer Intelligent Assistant Series of Medical Image Post-Processing, UniOffice, UniEAP, Agile Cloud Management Environment, ICDC Accelerators, Enterprise Asset Management, Customer Relationship Management, NetPatrol, Business Process Content Management, and Digital Signage Network/System (DSN/DSS)

2. How many categories can service outsourcing be classified into? What are they and how do you define them?



There are three basic types of outsourcing. Information technology outsourcing or ITO is a company’s outsourcing of computer or Internet related work, such as programming, to other companies. Business process outsourcing (BPO) is typically categorized into back office outsourcing—which includes internal business functions such as human resources or finance and accounting, and front office outsourcing—which includes *customer-related services* such as contact centre services. Knowledge Process Outsourcing (KPO)services include all kinds of

research and information gathering, e.g. intellectual property research for patent applications; equity research, business and market research, legal and medical services; training, consultancy, and research and development in fields such as pharmaceuticals and biotechnology; and animation and design. Among them, ITO occupies the largest market share.

Detailed Study

1. As the owner of a small company, you have probably **entertained** the thought of outsourcing some aspect of your business.

entertain: *v.* consider sth. as possible or as worth thinking about seriously 考虑

Example:

I wouldn't entertain the idea of such an unsociable job.

我不会考虑从事这种不跟人打交道的工作。

2. But is there more to outsourcing than **the bottom line**?

the bottom line (countable and uncountable; plural bottom lines) means:

- 1) (accounting) the final balance; the amount of money or profit left after everything has been tallied 营业额
- 2) (idiomatic, uncountable) the summary or result; the most important information 底线; 本质内容

Here it refers to "cutting costs for business functions..." In this sentence, the author would like to say that the advantage of outsourcing should not be restricted to cutting costs merely. There are more advantages and disadvantages readers should understand will be introduced in this article.

Examples:

What's the bottom line of your proposal?

你的建议要达到的最终目标是什么?

The corporation's bottom line is a good profit margin.

公司的基本要求是高利润率。

Our plan will improve the bottom line for more than 23 million small businesses.

我们的计划还将提高 2300 多万个小型企业的营业额。

Collocations:

the minimum bottom line 最低 / 后底线

increase the bottom line 增大营业额

The bottom line is 归根结底

beyond the bottom line 超越底线

3. What about **ramifications** for aspects of your business that are not so easily quantified?

ramification: *n.* the ramifications of a decision, plan, or event are all its

consequences and effects, especially ones that are not obvious at first 后果; 衍生物, 分支

Example:

Being an important ramification of parallel processing, data parallel is widely used in scientific and technical computation.

作为并行处理的重要分支, 数据并行被广泛地应用于科学和工程计算中。

4. And, as a **bonus**, we'll provide some tips to help you manage successful relationships with your IT service providers.

bonus: *n.*

- 1) an extra amount of money that is added to someone's pay, usually because they have worked very hard 奖金

Example:

Workers in big firms receive a substantial part of their pay in the form of bonuses and overtime.

大公司的员工有相当一部分薪酬来自奖金和加班费。

- 2) something good that sb. gets in addition to something else, and which would not usually be expected 意外惊喜

Example:

We felt we might finish third. Any better would be a bonus.

我们感觉我们可能会获得第三名。要是能比这个名次更好, 那就是意外的惊喜了。

- 3) a sum of money that an insurance company pays to its policyholders, for example, a percentage of the company's profits 红利

Example:

These returns will not be enough to meet the payment of annual bonuses to policyholders.

这些收益不够支付投保人每年分得的红利。

5. When you outsource, you **eliminate** the costs **associated with** hiring an employee, such as management oversight, training, health insurance, employment taxes, retirement plans, etc.

eliminate: *v.* to eliminate something, especially something you do not want or need, means to remove it completely 消除, 排除

Example:

SWT's strategy of component constructor can eliminate some possibility of memory leaks.

SWT 的组件构造器策略可以排除某些内存泄漏的可能性。

be associated with 与……有关

Example:

CIOs can use the following strategies to help mitigate four of the most common and significant types of risk associated with IT outsourcing.

首席信息官可以采取以下策略来帮助减轻与信息技术服务外包相关的最常见、最值得注意的四种风险。

6. It is neither practical, nor possible to be a **jack of all trades**. Outsourcing lets you focus on your core competencies while another company focuses on theirs.

a jack of all trades: a person of many-sided abilities; an all-rounder; generalist 万事通

Example:

A “jack of all trades” type of designer, mostly due to the pile of tasks in his plate, cuts a sorry figure in this respect.

一位“万事通”类型的设计师通常会因为自己的任务太多而在这方面出丑。

7. Gain **access** to exceptional capabilities.

access: *n.*

- 1) (computer science) the operation of reading or writing stored information 访问

Examples:

Regardless of where we are and what we are doing, we want access to our data.

不管我们身在何处、在做什么，都想要访问到我们的数据。

You can turn on and off access to any of these groups.

您可以打开或关闭对任何一组的访问。

- 2) the right to obtain or make use of or take advantage of something (as services or membership) 得到，使用

Example:

Access to the documents remains restricted to civil servants.

这些文件仍仅限公务员使用。

- 3) a way of entering or leaving 入口，出口

Example:

There is no access to the street through that door.

那个门不通向大街。

8. **Free** internal resources for other purposes.

This sentence means the employees in the contracting companies will be freed from the work they were not hired for but to do what they are proficient in, which is more beneficial to the organization's core competence.

free: *v.* release or let sth. go 免除；释放；使自由

Example:

The wide application of electronic computers in science and technology will free man from the labour of complicated measurement and computation.

电子计算机在科学技术方面广泛的应用将使人们从复杂的计量和计算中摆脱出来。

9. Outsourcing allows you to **retain** employees for their highest and best use, rather than wasting their time on things that may take them longer than someone who is trained in these specific areas.

retain: v. secure and keep for possible future use or application 保留, 保持

Examples:

We will retain the standard size of product unchanged.

我们会保留产品的标准尺寸不变。

In today's arena, the battle to attract and retain customers is intense.

如今的商业竞技场上, 吸引并留住客户的竞争达到了白热化程度。

10. These are the questions that nag owners of small businesses when handing over the **reigns** to a new employee or vendor.

reign: n. the domain, sway, or influence of one resembling a monarch; royal authority 统治, 支配; 在位期间

Example:

Can India retain its reign as the outsourcing king?

印度能保持它作为外包之王的地位吗?

11. If the vendor does not **document** their work on your network and system, or if you've had to purchase their proprietary software, you may feel like you can't go anywhere else or take back your network.

document: v. to explain or annotate something, such as a program or a procedure

解释, 注释; 记录; 用文件证明

Example:

You can document all you want, but if no one reads or understands the documentation, there is no communication.

您可以为想要的所有事物编制文档, 但是如果没有人阅读或理解该文档, 就不存在交流了。

12. Job security and **burnout** reduction for regular employees.

burnout: n. exhaustion of physical or emotional strength or motivation usually as a result of prolonged stress or frustration 倦怠, 精疲力竭

Example:

This might seem costly, but losing a valued employee due to burnout can be far more costly.

这样做也许看起来代价高昂, 但是职业倦怠而失去一名有价值的员工更加代价惨重。

Exercises

I. Answer the following questions according to the text.

1. Whom is the article written to?

This article is written to the owners of small businesses who consider outsourcing some functions of their organizations to other parties.