



高等教育应用型本科重点专业精品规划教材（外语类）

# English for Successful Career

## 通用职场英语

# 2

总主编 / 冯光华

主 编 / 严红烨 田 娟 陈 招



重庆大学出版社



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# 前言

为进一步配合武汉工程科技学院的转型深入发展,积极培养适应社会需求的应用技术型复合人才,切实提高大学生英语的实际应用能力,我校大学英语教学改革不断深化,从通识大学英语教学向专门用途英语教学、实用英语教学转变。在我校编写的《通用职场英语 1》出版使用后,我校外国语学院大学英语教研室又集体编写了《通用职场英语 2》,进一步升华和拓展了教学内容。

本教材实用性强,与学生毕业后面临的实际工作内容、职业环境结合紧密,以提升学生的就业竞争力为目标,很好地解决了大学英语教学与职业需求脱节的问题。本教材以“实用、够用、会用”为编写原则,综合语言知识讲解和语言技能训练。本教材共六个单元,包含“员工工作与职责”“预约拜访时间”“报告工作进度”“提出建议”“职场电子邮件”和“请假与加班”。

本教材特色:

1. 注重口语交际能力的培养。课文正文前的 Warm-up Activity 从与单元主题相关的讨论开始,激发学生对主题内容的兴趣和思考。Text A 包含两篇围绕单元主题的对话,让学生们熟悉在职场环境下如何具体运用英语进行交流。Part I Reading Comprehension 以问答的形式给学生提供练习。学生除了可笔头完成练习外,也可直接口头回答问题。在考查学生阅读理解能力的同时,这部分练习还可锻炼学生的口语表达能力。Part III Situational Conversation 设计了与单元主题相关的对话练习,需要学生根据所给的中文提示来补充完成对话。该练习是对前面 Text A 中对话的补充和巩固训练。

2. 注重拓展学生的视野。Text B 把知名公司的英文简介作为拓展阅读材料。这部分材料基本上来自对应公司的中英文官网。此部分内容旨在提高学生英语阅读能力的同时,开阔学生视野、了解知名公司的背景知识,包括企业文化等,为学生将来步入职场、顺利求职面试奠定一定基础。

3. 注重词汇讲解与 CET4 接轨。每篇课文后出现的 Useful Words 讲解了大学英语四级考试中的常见词汇,以及这些词汇在历年考试中的使用情况,让学生能举一反三、熟练运用这些词汇。Vocabulary Exercise 主要针对前面讲解过的常考词汇、词组开展填词练习,巩固已学知识。

4. 注重翻译和写作等职场必备的工作技能。翻译和作文习题的内容为对应单元的职场主题。翻译练习题与四级题型保持一致。作文为常用的职场应用文写作,帮助学生在将来的职场工作中能从容应对撰写英文书面工作报告和信函等要求。

本教材主要用于非英语专业大学生提高职场工作能力,也可用作各类企业员工职场英语的培训教材。由于编者时间和能力水平所限,书中难免出现疏漏和不完善之处,敬请各位专家、同行和读者批评指正。

编者

2017 年 8 月 1 日

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# Unit 1

## 员工工作与职责

## Jobs and Responsibilities

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### Learning Objectives

After completing this unit, you will be able to reach the following goals:

- ⊕ Grasp the main idea of the text;
- ⊕ Master the useful words and sentence structures in the unit;
- ⊕ Understand the basic skills of writing a dispatch letter;
- ⊕ Conduct a series of listening, reading, speaking and writing activities related to the theme of the unit.

### Useful Terms

In this unit, you will learn the terms about jobs and responsibilities listed below.

occupation

in charge of

take care of

green hand

cooperation

chief executive officer (CEO)

### Outline

The main sections in this unit are shown below:

1. Warm-up activities
2. Text A and Text B
3. Exercises

### Vocabulary

Listed below are some words in this unit that you should make them part of your vocabulary.

affordable

bargain

discount

outrageous

profit margin

profitable

quantity

quote

reflect

throw in

commission

deal

proceeds

sales pitch

specification

swear by



## Looking Ahead

### Jobs and Responsibilities

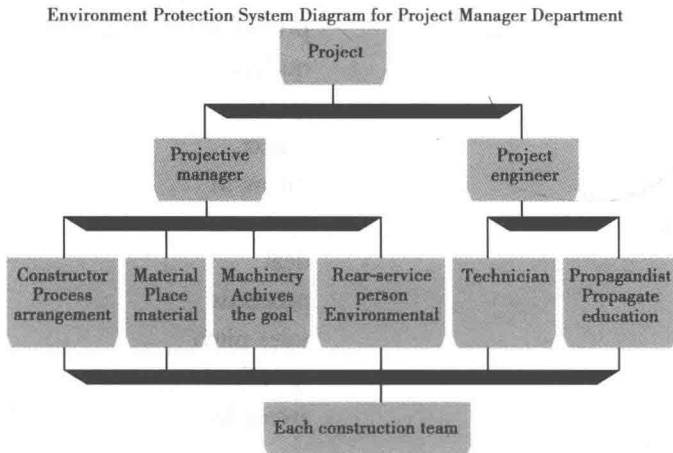
The jobs and responsibilities are often listed in a job description, which tells you the required skills, position's duties, organization's corporate culture, and other important factors related to the job. Job descriptions exist because employees are very expensive, so smart hiring decisions and human resources policies are pivotal factors in companies being profitable rather than bankrupt. No matter what your job is, your first responsibility is to "make your boss's job easier".

Following are how you can ask what kind of job a person has: What's your occupation? What's your title/occupation? What do you do for a living? What do you do? The most common answer is: I'm a manager in the Sales Department.

There are some ways of describing responsibilities: 1. What are you in charge of? I'm in charge of training employees. 2. What exactly are your duties? I run the Production Department. This includes hiring staff, ensuring the production meets deadlines and dealing with customer queries. 3. What does your job involve? I take care of overseas customers. I usually answer telephones and write reports.

## Introduction

As an employee, it is quite essential for you to be clear about the organization of your company, and to know how many departments and positions and their corresponding responsibilities.



## Learning Aims

- ⊕ The structure of a company;
- ⊕ Useful words;
- ⊕ How to write a dispatch letter;
- ⊕ Sentence combination.

## Warm-up Activity

Discussion:

1. What is the management structure of a typical company?
2. Do you want to be a manager? Which qualities are the most important ones to be a good manager?

## Text A

### Section 1

A: What would be my daily duties?

B: Well, your job is to compile and analyze financial information to prepare entries to accounts. You're also responsible for preparing profit and loss statements and monthly closing and cost accounting reports. Our company just concluded a business transaction. You can help with documenting various financial sheets involved in this transaction.

A: So, where can I start my work?

B: You will have to check and fill the stationer cabinet regularly. Besides, you have to reserve the meeting room in advance if there are any important visitors.

A: Got it. To whom should I report?

B: Of course to me.

A: Ok, thank you.

B: You're welcome. Feel free to talk to me any time you need help.

### Section 2

A: How is the project going?



B: Well, frankly speaking, I am running a little behind. It's 40% done.

A: Do you have any problem during the process? You should speed things up.

B: I have little chance to communicate with colleagues when I have problems. They are always too busy to help a green hand like me.

A: Have you ever helped others when they are in trouble? Most will give a hand to someone who has helped him.

B: I did. But I am so depressed because there is nobody that will help me.

A: You should have good cooperation with other colleagues. And you know a scientific schedule brings efficiency to the work.

B: I see your point, but I seem to be on bad terms with them.

A: Cheer up and pay more attention to your colleagues and the things will be much better. I am speaking from my experience.

B: Thank you so much.

A: And you should read as much as possible to enrich the knowledge.

B: That's a good idea. I can learn many useful things from books.

A: We're approaching the critical point for success or failure of this project. You'd better speed up and catch up with books.

B: Well, I will do it better.

A: If you have any problem in your work, let me know.

B: Thanks very much. I promise I will work harder.

## Text B

### Corporate Information

#### Huawei

#### Who is Huawei?

Huawei is a leading global information and communications technology (ICT) solutions provider. Driven by a commitment to sound operations, ongoing innovation, and open collaboration, we have established a competitive ICT portfolio of end-to-end solutions in telecom and enterprise networks, devices, and cloud technology and services. Our ICT solutions, products, and services are used in more than 170 countries and regions, serving over one third

of the world's population. With 180,000 employees, Huawei is committed to enabling the future information society, and building a better connected world.

### What do we offer the world?

*We create value for our customers.*

Together with telecom carriers, Huawei has built over 1,500 networks, helping connect over one third of the world's population. Together with our enterprise customers, we employ open cloud solutions and agile networks to drive efficient operations and agile innovation in domains like safe city, finance, transportation, and energy. With our smart devices and smart phones, we are improving people's digital experience in work, life, and entertainment.

*We promote industry development.*

Huawei advocates openness, collaboration, and shared success. Through joint innovation with our partners and peers, we are expanding the value of information and communications technology to establish a robust and symbiotic industry ecosystem. Huawei is an active member of over 360 standards organizations, industry alliances, and open source communities, to which we have submitted over 49,000 proposals to drive standardization and pave the way for more effective collaboration. We have joined forces with industry partners to innovate in emerging domains like cloud computing, software defined networking (SDN), network functions virtualization (NFV), and 5G. Together, we promote ongoing, collaborative industry development.

*We boost economic growth.*

Huawei generates tax revenues, increases employment, and stimulates the development of the ICT value chain in the countries where we operate. Perhaps more importantly, we deliver innovative ICT solutions that drive the digital transformation of all industries, thereby fostering economic growth and greatly improving the quality of people's lives.

*We drive sustainable development.*

As a responsible corporate citizen, Huawei has made a significant contribution to bridging the digital divide, leaving our mark in places as remote as Mount Everest and the Arctic Circle. We are keenly aware of the importance of telecommunications in emergency response situations. Having faced Ebola affected areas in West Africa, nuclear contamination after the Japanese tsunami, and the massive earthquake that struck Sichuan, China, we hold fast in disaster zones to help restore communication networks and ensure the reliable operation of essential telecom equipments. To further promote sustainability, we help develop the next generation of ICT

talent with our global Seeds for the Future program, in which we give college students from 96 different countries and regions around the globe the opportunity to visit Huawei's headquarters, undergo training, and gain firsthand experience in the ICT industry.

*We provide dedicated employees with a strong growth platform.*

Inspiring dedication is one of Huawei's core values, and it manifests itself in many ways. We assess employees and select managers based on their performance results, as well as the extent of their responsibilities. We provide our teams with a global development platform, giving young team members the opportunity to shoulder greater responsibilities and accelerate career growth. In this way, we have enabled hundreds of thousands of Huawei people to yield ample returns for their individual efforts, and gain memorable life experience.

### **What do we stand for?**

For the past 29 years, hundreds of thousands of Huawei people have maintained an unwavering focus on our core business, refusing to cut corners and rejecting opportunism. With a solid, practical approach to everything we do, we have invested patiently, amassing the long-term, focused effort that leads to great moments of technological breakthrough. Our ability to maintain this strategic focus boils down to our core values of staying customer-centric, inspiring dedication, persevering, and growing by self-reflection. The digital era has been generous. We will make the most of the historic opportunities it presents, and boldly forge ahead to build a better connected world.

### **Huawei's Corporate Culture**

Before we know the Huawei's corporate culture, we must first know what Huawei is. Huawei is a production and marketing communications equipment communications technology company. When it was established in 1987, it had only 14 employees, registered capital of 21,000 Yuan. By 2014, Huawei has about 170,000 employees, sales of 287,000,000,000 Yuan. At this time, Huawei has become the world's largest communications equipment manufacturers, the world's third largest mobile phone manufacturers. Huawei ranks 287th in world top five hundred; and is on the list of world brand value top 100.

What makes Huawei develop so fast? Is it happened by chance? No, I think it's inevitable. Because of its unique Huawei's corporate culture, it is bound to make it successful.

So, what is Huawei's corporate culture? Huawei's corporate culture mainly consists of the following four aspects: the first, the wolf culture; the second is the innovation; the third is the

efficient management; the last one is the customer uppermost. Following, I will combine examples to explain the Huawei's corporate culture, so that we can understand why a Chinese private enterprise has so rapidly developed into a famous global business.

First of all, it is the famous Huawei's wolf culture. Wolf, relying on a keen sense of smell, persistent and courageous offensive spirit, and team work, becomes one of natural stronger. Huawei's wolf culture, refers to the above three points of wolf. Huawei has a keen sense of smell, can discover the development of the industry in advance, so the company can continue to develop and grow. For example, Huawei foresaw 3G's popularity, so it paid attention to the research and developed the key technologies very early. Therefore, when the 3G popularized, it access to a large number of orders, which achieved the company's transcendence. With persistent and courageous offensive spirit, the company has no respect for the status quo, which helps the company beat competitors from domestic to international for ten years. As for the team work, it unites the Huawei power, so as to maximize the power.

Secondly, it's Huawei's innovative spirit. Huawei pays attention to innovation, and adheres to more than 10% annual sales revenue for innovation. Huawei has 43% employees worldwide, about 35,000 people engaged in R&D work. Huawei, focusing on collaborative innovation, combines the global university and enterprise to innovate, such as Tsinghua University, University of Manchester, Nokia, Google and so on. In 2014, Huawei submits the most international patent applications in the world. Thanks to continuous innovation, it improves the competitiveness of Huawei products and gains the market recognition. By twenty-first Century, Huawei has become the industry's giant with constant innovation.

Thirdly, it's Huawei's efficient management. Huawei persistently pursues efficient management, and ultimately makes it part of Huawei corporate culture. Huawei pursues not only efficient human resource management, but also pursuit efficient project management, production process management and financial management. For example, in order to improve the level of management, Huawei implemented the Huawei Basic Law from 1996 to 1998. Huawei hired IBM consultants to reform the entire firm's management model for 10 years. What's more, in order to manage legitimately, Huawei practices the rotating CEO system since 2011.

Finally, it's customer uppermost. Huawei's service concept is: customer service is the only reason for our existence. Huawei's customer uppermost includes two aspects: one is one stop service meets the needs of the customer as soon as possible; the other is low price, good quality and good after-sales service. For the former, Huawei's end to end product is famous in the

world; for the latter, after the disaster, we can see the Huawei's people rush to repair base stations and resume communication each time.

When we know Huawei's corporate culture, it is easy to understand why Huawei can so quickly become the industry giant, leading the development of the industry. Huawei's success is all due to its unique and strong corporate culture.

## Useful Words

**affordable** /ə'fɔrdəbl/

*adj.* having the financial means for 负担得起的

e. g. The company makes wearable, beautifully cut clothes at affordable prices.

这家公司生产经久耐穿、外形美观且价格合理的服装。

四级考试中的使用:

1. When that flow is interrupted, we feel the pain in short supplies and higher prices. At the same time, we derive massive economic benefits when we buy the most affordable energy on the world market and when we engage in energy trade around the world. (出自 2014 年 6 月阅读原文)
2. What's less clear is whether divorce and separation rates rise in a recession—financial pressures mean couples argue more but make splitting up less affordable. (出自 2011 年 12 月阅读原文)

**bargain** /'bɑ:gən/

*v.* to negotiate the terms of an exchange 议价

e. g. Shop in small local markets and don't be afraid to bargain.

在当地的小店购物,不要害怕砍价。

四级考试中的使用:

Customers competing for good bargains (出自 2013 年 6 月听力原文)

**discount** /dɪs'kaʊnt/

*n.* the act of reducing the selling price of merchandise 折扣

e. g. Fulltime staff can get a 20 per cent discount.

全职员工可享受 20% 的折扣。

四级考试中的使用:

Demand a discount on the dishes ordered. (出自2010年6月听力原文)

**outrageous** /aʊt'reɪdʒəs/

*adj.* grossly offensive to decency or morality; causing horror 荒唐的;骇人听闻的

e. g. This phenomenon is not as outrageous as it seems.

这种现象并不像它看上去那样骇人。

**profit margin**

A profit margin is the difference between the selling price of a product and the cost of producing and marketing it. 毛利(率)

e. g. The group had a net profit margin of 30% last year.

去年,这个集团的纯利润率为30%。

**profitable** /'prɒfɪtəbl/

*adj.* A profitable organization or practice makes a profit. 有利润的;有赚头的

e. g. Drug manufacturing is the most profitable business in America.

制药业是美国利润最丰厚的业务。

四级考试中的使用:

1. It proves profitable to both sides. (出自2014年6月阅读原文)

2. to give space for more profitable products (出自2013年6月听力原文)

3. He turned a failing company into a profitable business. (出自2012年12月阅读原文)

**quantity** /'kwɒntəti/

*n.* an adequate or large amount 数量;数额

e. g. During fever a large quantity of fluid is lost in perspiration.

发烧时,大量水分会通过排汗而丧失。

四级考试中的使用:

1. At the same time, Americans purchase increasing quantities of sweets and sodas. (出自2012年12月听力原文)

2. They weren't looking for cured meats, organic produce or beautiful presentation; they were

looking for whatever they could get their hands on, and this prioritization of quantity over quality prevailed for decades, meaning a generation was brought up with food that couldn't compete with neighboring France, Italy, Belgium or Spain. (出自 2011 年 6 月阅读原文)

3. Its people cared more for quantity. (出自 2011 年 6 月阅读原文)

### quote /kwot/

n. A quote for a piece of work is the price that someone says they will charge you to do the work. 报价;开价

e. g. Always get a written quote for any repairs needed.

每次进行修理都索要一份书面的报价单。

### reflect /rɪ'flekt/

v. If something reflects an attitude or situation, it shows that the attitude or situation exists or it shows what it is like. 反映

e. g. Concern at the economic situation was reflected in the government's budget.

政府的预算反映了对经济运行状况的关注。

### 四级考试中的使用:

They reflect the evolutionary process. (出自 2013 年 6 月阅读原文)

### throw in

If a person who is selling something throws in something extra, they give you the extra thing and only ask you to pay for the first thing. 外加;额外赠送

e. g. They were offering me a weekend break in Paris—with free beer thrown in.

他们让我去巴黎休息一个周末——外加免费啤酒。

### commission /kə'mɪʃən/

n. Commission is a sum of money paid to a salesperson for every sale that he or she makes. If a salesperson is paid on commission, the amount they receive depends on the amount they sell. 佣金

e. g. He also got a commission for bringing in new clients.

他还因为带来了许多新客户拿到一笔佣金。



四级考试中的使用:

He also urged the Federal Trade Commission to set guidelines for social networking sites. (出自 2012 年 6 月阅读原文)

**deal** /dil/

n. If you make a deal, do a deal, or cut a deal, you complete an agreement or an arrangement with someone, especially in business. 交易

e. g. The deal seems so attractive it would be ridiculous to say no.

这笔交易看上去太诱人了,要是拒绝它简直是笑话。

四级考试中的使用:

1. There is no question that the United States imports a great deal of energy and, in fact, relies on that steady flow to maintain its economy. (出自 2014 年 6 月阅读原文)

2. One of the challenges to build an interactive digital textbook from the ground up is that it takes a great deal of man-power. (出自 2013 年 6 月阅读原文)

3. That sounds like a bad deal for the power company, but it's not. (出自 2013 年 6 月阅读原文)

**proceeds** /'prosidz/

n. The proceeds of an event or activity are the money that has been obtained from it. 净收入; 净所得(此义恒作复数)

e. g. She sold her car and bought a piano with the proceeds.

她卖掉了汽车,然后用这笔收入买了一架钢琴。

**sales pitch**

A salesperson's sales pitch is what they say in order to persuade someone to buy something from them. 营销辞令;营销手法

e. g. He has a very clever sales pitch.

他推销商品的口才很好。

**specifications** /'spesəfə'keʃən/

n. A specification is a requirement which is clearly stated, for example about the necessary features in the design of something. 规格

e. g. This sketch does not conform with the specifications.

图文不符。

四级考试中的使用:

The ad specifications had not been given in detail. (出自 2011 年 12 月听力原文)

## swear by

If you swear by something, you believe that it can be relied on to have a particular effect.

保证;强力推荐

e. g. Many people swear by vitamin C's ability to ward off colds.

许多人深信维生素 C 能预防感冒。

## Useful Expressions

商务往来中,产品的订购是很多公司的主要业务。那么如何表达订货需求呢。

### be pleased (glad) to do sth

1. We are pleased to give you an order for 3,000 computers in current stock at the prices you quoted.

根据你方报价,我们向你下了 3 000 台库存计算机的订单。

2. We are pleased to place with you a order for 2,000 washing machines to be the current stock.

我们向贵司下 2 000 台洗衣机的订单以作库存供应。

3. We find both price and quality of your products satisfactory to our client and we are pleased to give you an order.

我们发现贵司产品在价格和质量上能使我们的客户满意,我们乐意给你一个订单。

4. We are glad to inform you that your samples are satisfactory, we'd like to order 4 of the items.

很高兴通知我们对贵司的样品感到满意,我们向你下其中四款的订单。

5. We should be glad if you would accept our order for coffee whose number is No 3003.

如果贵司能够接受编号 3003 的咖啡订单,我们将很高兴。

## wish

1. We wish to order your products from you company as a formal procurement.

我们希望就贵司的产品作为正式采购向贵司下订单。