职场情景英语

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内容提要

  本书内容分为六个单元，每个单元板块包含单元概述、项目简介及子项目讨论等内容。书中以典型职业场景和真实工作流程作为组织教学内容的主线，以项目实施的形式将英语学科知识与职场综合技能相结合，以期提高学生的就业竞争力，有效缩短教育对象从"校园人"到"职场人"的转变时间。此外，本教材也为有涉外接待和贸易往来活动的职场人士提供了有效学习资料。

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前　言

近年来，高职院校和其他高等院校的课程改革蓬勃发展，但是作为基础课程的英语教学一直未能与职业需求进行有机结合，在基础英语与专业英语之间缺少融合职场交流和通用知识的职场英语，难以满足不同工作岗位学生的实际需求。经过对毕业生和用人单位大量调查研究之后，我们推出了这本《职场情景英语》，以典型职业场景和真实工作流程作为组织教学内容的主线，以项目实施的形式将英语学科知识与职场综合技能相结合，以期提高学生的就业竞争力，有效缩短教育对象从"校园人"到"职场人"的转变时间。此外，本教材也为有涉外接待和贸易往来活动的职场人士提供有效学习资料。

本教材本着"用英语拓展业务、兼顾传播中国文化"的原则，以在中国境内与外商的交流合作为出发点，通过一位大学实习生从进入公司到参与接待外宾等工作场景中的所见所闻，完成从入职准备到初入职场和适应岗位的工作过程。做到能够用英文进行人事和业务方面的信息获取与交流：

人事方面：能够撰写中英双语简历；能够应答简单的英文招聘提问；能够遵循职场着装规范；能够在机场接送外宾；能够陪同外宾参观；能够在宴请外宾过程中简单介绍公司基本信息、设计中英文名片、介绍中国饮食文化。

业务方面：能够借助大众媒体寻找外商客户；能够就价格、运输、付款、等合作事宜与外商进行磋商；能够看懂电子产品说明书；能够对产品进行起恰当的展示；能够完成产品信息的咨询与交流；能够处理外商投诉。

本教材共六个单元，每个单元包括九个版块，分别是：

● 单元概述。单元的开头部分主要以表格的形式介绍本单元所涉及的英语知识主题、学生需要达到的能力目标和素质目标，方便教师和学生提前设定教学目标，有针对性地展开教学活动。

● Part 1 Project Introduction and Subprojects Discussion 项目简介与子项目讨论。主要提供本单元项目名称，引导学生讨论完成本项目需要的步骤或子项目。这个板块的设计既可以使学生对所要完成的项目有一个全面的认识，也可以引发学生主动学习的兴趣，在讨论中锻炼口语，提高项目筹划能力。

● Part 2 Listening & Speaking 听说。主要目的是锻炼学生完成项目所必备的听说能力。主题主要涉及面试、电话联系客户、机场接机、产品展示、谈判、处理电话投诉等。

● Part 3 Reading 阅读。主题是与完成项目相关的注意事项或职场通用知识。学生通过本版块的学习，能够基本掌握完成项目所需的准备事宜和注意事项，同时积累一定的职业词汇。

- Part 4 Writing 写作。以职场实用文体的写作为主，训练学生通过书面方式与外商交流的能力。主要包括简历、推销函、展会邀请函、日程安排、名片、公司简介、产品简介、订单、投诉信等。

- Part 5 Task 任务作业。本教材的所有作业同样采用项目方式，要求学生以小组为单位完成项目，以音频、视频、实物或课堂展示形式将作业进行提交或展示，既可以检验学生的学习成果，又赋予学生一定的成就感，提高学生的学习兴趣。另外，项目的完成可以使学生最大限度地调动听、说、读、写、译的英语基本能力，项目的分工可以促使学生学习如何进行合理的团队分工与合作。

- Part 6 Business Tips 商务提示。主要以汉语形式为学生补充与单元项目相关的商务背景知识，拓展学生的知识面和视野，避免学生在未来职业生涯中产生不必要的商业误会。

- Part 7 Review 自查。主要是以表格形式提供检验目标，方便学生进行学习自查，检验学生是否达到教学要求，是否完成教学目标。

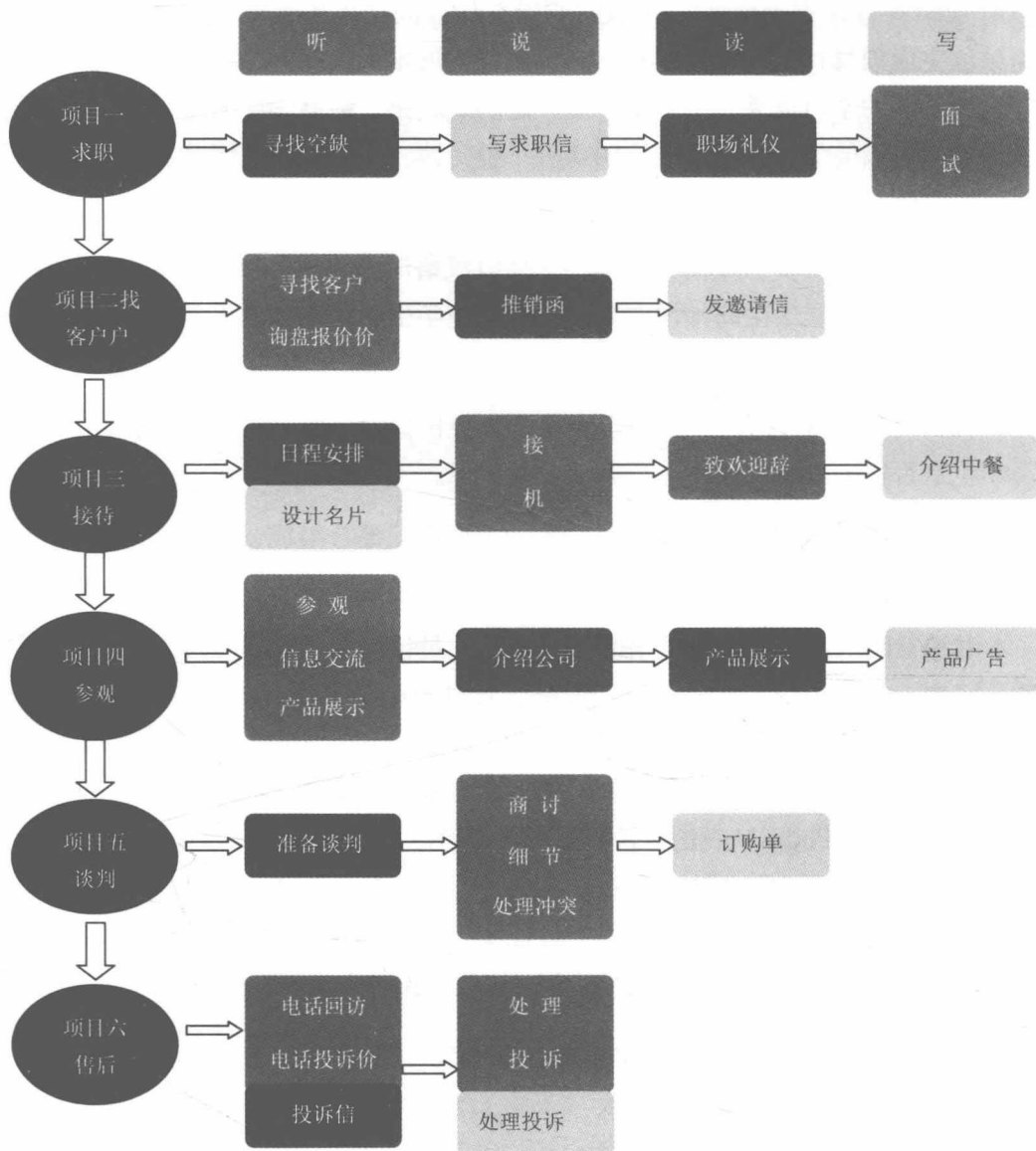- Part 8 Words and Expressions 词汇。主要由三部分组成，单元生词表，单元口语句型，自制个性生词表。

本书编写团队主要为一线英语教师，顾问人员包括常年从事外贸工作的一线员工和项目经理。本书由贾春环任主编，负责全书的单元设计、统稿、修改、定稿工作，孙艳婷、孟凡飞任副主编。主要编写人员分工如下：第一单元孙艳婷，第二单元孟凡飞，第三单元贾春环，第四单元肖岚，第五单元刘真为，第六单元崔红健。参加本书编写工作的还有：Philip Yu, 张乐军等。

本教材是山东电子职业技术学院基础课程项目化教学改革的成果，承载了老师们多年教学改革与研究的心血，希望得到各位同行的肯定和指正，更希望得到广大学生和从事涉外活动的职场人士的实用性建议。毕竟，我们为英语教学服务，为学生服务，也为社会服务。

编者

2015.6

使用说明

本教材内容与单元设计参照以下模式：

听	说	读	写

	听	说	读	写
项目一 求职	寻找空缺	写求职信	职场礼仪	面试
项目二 找客户户	寻找客户 询盘报价价	推销函	发邀请信	
项目三 接待	日程安排 设计名片	接机	致欢迎辞	介绍中餐
项目四 参观	参观 信息交流 产品展示	介绍公司	产品展示	产品广告
项目五 谈判	准备谈判	商讨 细节 处理冲突	订购单	
项目六 售后	电话回访 电话投诉价 投诉信	处理 投诉 处理投诉		

以上内容遵循一定的工作流程，同时又相对独立，教师在安排教学活动时，既可根据工作流程展开，也可根据听、说、读、写的语言技能进行。

Contents

目录

Project One

Applying for a Job

This unit is about…

Topics	Skills	Occupational Quality
Interview preparation	Seeking a vacancy in employment ads	Soft skills on job interview: punctuality, dress code, items to take to an interview , etc.
Recruitment advertisement	Preparing for an interview	Document writing: resume and a letter of application
Resume	Applying for a job	Manners on job interview
Letter of application	Writing a resume	
Interview process	Writing a letter of application	
	Attending a job interview	

Part 1　Project Introduction and Discussion

　　Suppose you, Wang Tao, a graduate from Shandong College of Electronic Technology, is applying for a job in Shandong Gold Gain Electronics Technology Co., Ltd. . First brainstorming: What should you do if you want to hunt for a job? And then choose the prior 4 items and put them in the boxes. The following phrases are for your reference.

　　① seeking a vacancy in employment ads

　　② writing a resume

　　③ learning procedure of a job interview

　　④ inquiring about results

　　⑤ preparing references

　　⑥ preparing ID Card

　　⑦ knowing about dress code in interview

　　⑧ preparing a letter of application

New Words

employ 雇用	resume 简历
interview 面试	job vacancy 职位空缺
apply 申请	recommendation letter 推荐信

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                    ┌─────────────────────────┐
                    │   Applying for a Job    │
                    └─────────────────────────┘
        ┌───────────────┬───────────┴───────────┬───────────────┐
  ┌──────────┐   ┌──────────┐          ┌──────────┐      ┌──────────┐
  │          │   │          │          │          │      │          │
  └──────────┘   └──────────┘          └──────────┘      └──────────┘
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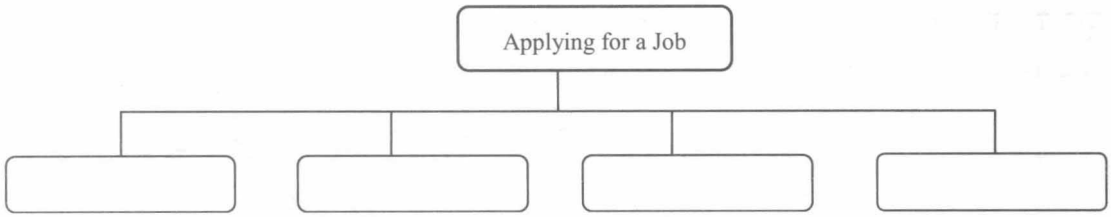
Is there anything else in your mind should be taken into account? List them below.

_____

_____

_____

_____

Part 2   Listening & Speaking

2-1   Job Interview Preparation

2-1-1   Discussing and Speaking: What materials should you take when you go to an interview? And why?

Please refer to the following tips:

① ID card

② Resume

③ References

④ Diploma

⑤ Transcripts

Anything else?

_____

_____

_____

_____

_____

2-1-2 Practice with your partner. Suggest what you should say in the following situations.

Interviewer

Introduce yourself and greet the interviewee.	⟹	1.
Ask about education background.	⟹	2.
Ask about work experience.	⟹	3.
Express your attitude about the interview.	⟹	4.

Interviewee

Introduce yourself and greet the interviewer.	⟹	5.
Answer questions about your education background.	⟹	6.
Answer questions about your work experience.	⟹	7.
Express your thanks for being interviewed.	⟹	8.

2-2   During the Interview

Listen to the dialogue and fill in the form.

Major	Hobby	Qualification	Weakness	Personality

2-3   After the Interview

Listen to the dialogue about a follow-up call and fill in the missing words.

(A. Wang Tao   B. Mr. Chen Peng, the H&R manager)

A: Good morning, Mr. Chen, this is Wang Tao calling. I was_____for the position of IT programmer last Monday. I was wandering if you have made any decisions yet.

B: I'm afraid not. We still have some _____to interview, which may last for another few days.

A: Well, I would like you to know that I am still very interested in the _____. Do you know when you might make a decision?

B: We should be making an_____ by next Tuesday.

A: Thank you very much for your time, Mr. Personnel. I will _____ you again at that time if I haven't heard from you.

B: You are welcome. Goodbye.

A: Goodbye.

Part 3   Reading

3-1   Reading A

Recruitment Advertisement

Position : IT Manager

Reports To : Administration Director

Supervisers : 3 Staff

Major Duties and Responsibilities:

Prepares and implements the annual budget of the department.

Builds and develops the whole school IT system, including network and application system.

Builds and manages a solid and seasoned team to support all of the users.

Provides excellent IT services with IT team for teaching and business.

Provides IT proposals or solutions for school network development.

Safeguards the confidentiality, integrity and availability of information.

Selects vendors on price, service and quality.

Engages and negotiates with vendors for services and pricing.

Manages the delivery of services provided by 3rd party outsource vendors.

Requirements/Qualifications:

Bachelor or above majoring in Information Technology

Good command of both Chinese and English

Minimum 5 years working experience, 3 years in a managerial level

Able to work in a collaborative style

Company Profile:

Beijing City International School is an independent, co-educational day school offering an international curriculum for Kindergarten to Grade 12 students. In its inaugural school year 2005/06, the school opened its primary section offering Kindergarten to Grade 6 classes. For its second school year 2006/07, Grade 7~10 classes were opened. Now BCIS is in its 3rd academic year.

BCIS is a prospective member of the European Council of International Schools (ECIS) and the Council of International Schools (CIS). It is also a candidate school for the Primary Years Program (PYP) and Middle Years Programme (MYP) with the International Baccalaureate Organization (IBO).You are cordially invited to visit our website at www. bcis.cn for further information.The position requires good command of English and Chinese. If you are interested in position in BCIS as stated above, please send a letter of application and CV to the following e-mail address：E-mailBCIS@abc.com. Please note that only a
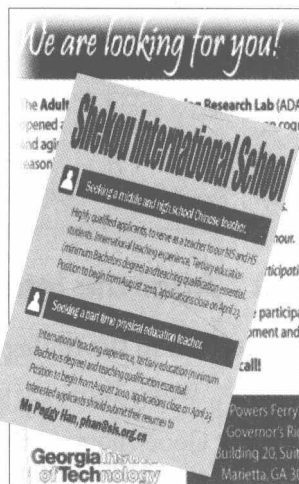
short list of candidate will be notified.

> **New Words:**
>
> recruitment advertisement 招聘广告　　availability 可用性
> annual budget 年度预算　　　　　　　vendor 卖主；小贩
> solid 团结一致的　　　　　　　　　　negotiate 谈判，商议
> seasoned 经验丰富的　　　　　　　　outsource 把…外包
> proposal 提议，建议　　　　　　　　collaborative 协作的
> confidentiality 机密性　　　　　　　inaugural 开始的，开幕的
> integrity 完整性　　　　　　　　　　"PYP" "Primary Year Program" 的缩写

♦ Exercises

3-1-1　Answer the following questions according to the text.

　1. One of the employee's major duties and responsibilities is to prepare and implement the_____ of the department.

　2. The employee must have good command of _____ if he or she wants to be hired.

　3. The employee must have _____years working experience,_____ years in a managerial level.

　4. Beijing City International School is an independent, _____school offering an international curriculum for Kindergarten to Grade 12 students.

　5. If you are interested in position in BCIS, please send a letter of application and CV to _____.

3-1-2　Decide whether the following statements are true or false. Put a "✓"to the true and a "✗" to the false.

　_____1. Employees in this school only engage and negotiate with vendors for services.

　_____2. Masters majoring in Information Technology can apply for the position in the recruitment ad.

　_____3. In its inaugural school year 2005/06, the school opened its primary section offering Kindergarten to Grade 12 classes.

　_____4. BCIS has been a member school for the Primary Years Program (PYP) with the International Baccalaureate Organization (IBO).

_____5. If you are fluent in both Chinese and Japanese, you are probable to be employed.

3-2　Reading B

How to Be Successful in a Job Interview

The competition on the job market is getting more and more intense. Just having a good school record and some certificates are not enough. Before getting a job, graduates from colleges must go through an interview with their potential employers. Generally, a job interview lasts 30 to 40 minutes. As an applicant, you should demonstrate certain personal and professional qualities in the limited time available if you want to succeed in getting the desired position.

You should, for example, dress neatly and modestly. If you dress too informally, the interviewer may think that you are not serious about the interview or that you may be casual about your future work. Clothes that are too expensive or too colorful may suggest that you do not understand what behavior is appropriate for the job. It may not be true that "clothes make the man", but the first and often lasting impression of you is determined by the clothes you wear. Besides care for personal appearance, you should pay close attention to your manner of speaking.

As we know, speech may show one's personality. For this reason, you should show your confidence by speaking in a clear voice, loud enough to be heard. Moreover, your speech must show you are a friendly and pleasant person.

During the interview, you can talk about your own training, experience and other qualifications. The interviewer can determine whether your background and potential fit the position for which you are applying.

Knowing something about the position helps you ask the right questions about the work and the requirements for the job. The interviewer can decide from your questions whether you are really interested or have the necessary knowledge or experience. It is important that you show your understanding of the requirements and your abilities for meeting these