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编制

BCT标准教程

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主编：张 洁 / Lead Editor: Zhang Jie

B C T STANDARD COURSE



人民教育出版社
PEOPLE'S EDUCATION PRESS

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总策划：许琳 殷忠民 韦志榕

总监制：胡志平 郑旺全

监制：段莉 李佩泽 张慧君

王世友 狄国伟

主编：张洁

编者：李亚男 罗青松 王亚男

王之岭 袁柯 马梦莹

责任编辑：李津

审稿：狄国伟 王世友

Miriam Ruth Fisher [美国]

美术编辑：张蓓

版式设计：奇文云海·设计顾问

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前言

商务汉语考试(BCT)重点考查汉语非第一语言考生在真实商务情境或一般工作情境中运用汉语进行交际的能力,并对其能够完成的语言任务进行评价。考试遵循“以用为本、听说导向、能力为重、定位职场”的原则,自2013年推出后,得到广大商务汉语教学者和学习者的关注与认可。为满足移动互联时代人们在“任何地方”于“任何时间”学习的需求,我们结合商务汉语学习者的学习特点和多年的商务汉语教学经验以及语言测试研究心得,以《商务汉语能力标准》为纲,研发了这套商务汉语系列教材——《BCT标准教程》,希望能在语言教学中真正实现“考教结合”“以考促教”“以考促学”。

一、编写理念

教程主要面向工作生活节奏快、完整时间少、零散时间多、难以进入正式课堂学习但有强烈工作和职业需求的商务汉语学习者,以及所有希望学习汉语、了解中国的国际朋友。

1. 以学习者为中心,强调“听说领先,读写跟进”的理念。

教程的主要目的是提高学习者的商务汉语听说交际能力,并在提高听说交际能力的同时,逐步提高读写能力。

2. 融入交际法、主题式教学法和任务型教学的核心理念。

在编写时,强调语言表达的得体性和语境的作用,强调语言的真实性及在任务完成的过程中学习语言,强调内容的丰富性和多样性,以促使学习者在不同情境下运用语言完成一系列任务,提高汉语交际能力。

3. 贯彻形成性评价与终结性评价相结合的理念。

本系列教程为学习者提供了贯穿始终的形成性评价,并在课程结束时提供了终结性评价,更好地推动了“考教结合”“以考促教”“以考促学”。

二、教材特色

1. 以《商务汉语能力标准》为纲，循序渐进。

在遵循汉语国际教育理念的基础上，教程既考虑了课堂教学的需要，又符合学习者自身的需求。海内外教学机构、学习者可以根据自身的实际情况以及学时来调整每册书完成的时间。

《商务汉语能力标准》共分为五个等级。教程在充分解读标准的基础上，以《BCT (A) 词汇表》和《BCT (B) 词汇表》的词汇要求为前提，系统设计了各等级的范围。

教材分册	教学目标	词汇量 (词)
教程 1	商务汉语能力标准一级	200
教程 2	商务汉语能力标准二级	400
教程 3	商务汉语能力标准三级	600
教程 4	商务汉语能力标准四级	1500
教程 5	商务汉语能力标准五级	3000

2. 学习形式碎片化、内容系统化。

商务汉语的学习者更多地是在工作、生活的间隙完成学习的。在内容安排上，每一课中的每一模块内容的学习时间不超过5分钟，既保证了学习内容的碎片化，又保证了学习内容的系统化，还充分考虑了循序渐进的难度要求。

3. 配有相应的课程测试。

学习者可以参加相应的课程考试。完成课程学习并通过商务汉语课程考试者，可获得由国家汉办颁发的商务汉语课程学习证明。一般来说，按要求学完本教程第一、二、三级，可通过BCT (A) 考试，学完本教程第四、五级，可通过BCT (B) 考试。

4. 同步推出移动终端数字学习版本。

学习者可通过手机等移动终端自行下载，同步进行学习和评估，完成对学习的管理与跟踪。目前已实现智能语音打分和游戏化语言闯关等项功能。

最后，编写组特别感谢孔子学院总部/国家汉办、汉考国际（CTI）和人民教育出版社的大力支持与参与，感谢国家汉办考试处、汉考国际全体研发人员和人民教育出版社有关领导与编辑人员所付出的辛劳和智慧。欢迎使用本教程的师生及时反馈意见和建议，以便我们再版时进一步完善。让我们为研发真正有用好用的商务汉语学习资源而共同努力！

编写组

2015年1月

Preface

Business Chinese Test (BCT) is designed to assess the Chinese communication competence of non-native speakers in business situations and the language tasks they can accomplish doing business. BCT follows user-oriented, listening and speaking oriented, capability-oriented and occupation-oriented principles. Since BCT launched in 2013 it has obtained more and more attention and recognition from teachers and learners of business Chinese. In order to fulfill the learning needs in the mobile internet era when everyone can receive many different kinds of education anytime and anywhere, this series of business Chinese course books *BCT standard Course* has been developed. Based on *Business Chinese Proficiency Standards*, with rich teaching experience, full considerations of learners, and testing and teaching research experience, these books are expected to combine teaching and promote learning by different types testing.

I Concept of the compilation

The target readers of this series are learners who have a busy schedule may find it difficult to receive formal education in the classroom, but who still have strong learning needs for career development, and international friends who hope to learn Chinese and explore China.

1. Stressing a student-centered concept, and putting listening and speaking first, with reading and writing to follow.

This series of books are originally designed to improve the learner's business Chinese listening and speaking skills and at the same time gradually improve their reading and writing ability.

2. Integrating the essential ideas of a communicative approach, theme-based teaching and task-based language teaching.

The compilation stresses appropriateness and authenticity of the language, richness and diversity of the content, and emphasizes the functions of the

本册说明

《BCT标准教程》(第3册)适合已达到商务汉语能力标准二级或初级汉语水平的商务人士及汉语学习者学习使用。

本册教程的编写遵循《商务汉语能力标准》及《BCT(A)大纲》，从中选定20个商务交际活动主题及相关词汇作为教学目标。全书共20课。每课围绕一个商务交际活动主题，包括对话、短文、词语和练习四个部分。建议每课2~3个课时。

一、对话

每课在一个商务交际活动主题下，展开五个不同情境中的对话，每段对话控制在2~4个话轮。每段对话多设置2~4个生词，对话内容的编写力求贴近真实商务交际语境，反复操练重点句型和生词，且生词在不同情境下进行复现。这样，既能帮助学习者熟悉汉语在真实商务交际中的使用情况，又能引导学习者适应情境转换，培养汉语商务交际能力。

二、短文

每课在对话后设置了一篇小短文，短文以商务情景中的讲话为主，对本课重点句型和生词进行复现，有助于学习者把握本课教学目标和重点，进一步强调生词和语言点。

三、词语

每课选择了与本课的商务交际活动主题密切相关的重点词汇，紧扣主题创设词汇学习的情景，将词语应用于商务交际活动中的对话，从而把词语运用和商务口语交际结合在一起，以利于读者内化所学词语。同时，每课的词语以英文进行注释，简洁明了。

四、练习

教程弱化语法，学习者可以通过练习来加以掌握。练习的内容为本课新学的语言点和重

点词语、句型，目的是对本课所学内容及时强化。练习形式主要是替换练习、完成对话、完成语言交际任务、调查、谈论观点等，以口语练习为主，旨在鼓励学习者多说多练，将本课所学内容真正运用到商务活动交际中。

本册教程后附《BCT 标准教程》测试（三级）试卷及相应的听力材料和参考答案。

General Introduction

BCT Standard Course 3 is a set of teaching materials for business professionals who have attained *Business Chinese Proficiency Standards* Level 2 or the Elementary Level of Chinese as a Foreign Language.

Based on *Business Chinese Proficiency Standards* and the BCT (A) Vocabulary Outline, twenty themes of business activities and related words are selected as the teaching goal. This book has twenty lessons and each lesson develops a business theme and includes dialogues (with new words), articles, vocabulary notes and exercises. It is recommended that each lesson be completed in two or three classes.

I Dialogues

Each lesson has five dialogues which are limited to 2~4 turn-talking with different and authentic business scenarios on a certain communication theme with 2~4 new words in each dialogue. The key sentences and words were repeated and the new words are displayed in different contexts over and over. In this way, not only does it help the learners be familiar with the way to use business Chinese, but also guide the learners to adapt to different situations and to improve the ability of their abilities.

II Passages

Each lesson has a passage about business speeches following five rounds of dialogues. The passages intensify the key sentence structures and words to help the learners master new words and language points.

III Words and phrases

Each lesson chooses the key words which are closely related to the

business communication activities themes, concentrating on the theme to create vocabulary learning scenario, applying the words used in dialogue of business communication activities, so that combine word application with business oral communication together, in order to facilitate the reader to internalize what they have learned. Meanwhile, each of the words is noted by English clearly and concisely.

The new words and phrases are annotated with clear and concise English explanations.

IV Exercises

This book elaborates the grammar points and learners can master the grammar through the subsequent exercises. The exercises are placed after the notes of the text to strengthen new knowledge the contents of which are the language points and important words and sentence structures of each lesson. The exercises are placed after the notes in the text to strengthen understanding of language points, important vocabulary, and sentence structures. The exercise forms are primarily substitution drills, language communication tasks, investigation, and discussion. In order to encourage the learners to speak and practice more and apply what they have learned in real business communication, this book gives priority to spoken exercises. Teachers can employ the exercises flexibly and focus on oral communication exercises.

The course test paper is attached to this textbook.

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1

幸会

[Nice to meet you]

Dialogues / 对话

25%



最近怎么样？

[How have you been recently?]



最近有点儿忙，你怎么样？

[I have been a little busy recently, and you?]



我很好。你明天方便吗？我们见个面怎么样？

[I am well. Will tomorrow be convenient for us to meet?]

[adj.]

方便 | convenient



明天星期六，方便，我们下午两点在好友餐厅见面，怎么样？

[Tomorrow is Saturday, of course, so how about we meet on two o'clock at Haoyou Restaurant?]

[v.]

联系 | communicate;
establish contact

好。你和别的同事有联系吗？

[OK! Have you been in touch with any other colleagues?]



我最近见过方明，还见过周亮，我们明天见面聊吧。

[I met Fang Ming and also met Zhou Liang. See you tomorrow.]

[adv.]

还 | also, too;
as well;
in addition

请问，您是CTI公司的文女士吗？

[Excuse me, are you Ms Wen from the CTI Company?]



是的，您是哪位？

[Yes, who are you?]



您好，我是公司市场部的经理高明。

[Hello, I am Gao Ming, manager of the Marketing Department.]

[n.]

市场 | market; fair



您好，我经常听王经理提起您，幸会！

[I've heard a lot about you from Manager Wang. Nice to meet you!]

[adv.]

经常 | often



幸会！

[Nice to meet you, too.]

[v.]

幸会 | nice to meet you

3



你是王晴呀，幸会，经常听你们公司的李明说起你，我是张进。

[So you are Wang Qing, nice to meet you. I've heard a lot about you from your colleague Li Ming, I am Zhang Jin.]



很高兴认识你，听李明说，你也是做销售的？

[Nice to meet you. I heard from Li Ming that you work in sales, too?]

[n.]

销售 | sell; market; marketing



是的。你做销售工作几年了？

[Yes. How long have you been working in sales?]



我工作七年了，你呢？

[I have been working in sales for seven years, and you?]



比你长一点儿，快十年了。这是我的名片。

[I have been working longer than you, almost ten years, here is my business card.]



这是我的名片，有空多联系。

[Here is my business card. Keep in touch.]

4



早上好，李先生。我是从市场部来的王晴。

[Good morning, Mr Li. I am Wang Qing from the Marketing Department.]

[prep.]

从 | from; since



你好，经常听我们经理提起你。幸会！

[Hello, I've heard a lot about you from our manager. Nice to meet you!]