

21世纪全国高职高专**秘书类**规划教材

商务秘书英语

SECRETARY



BUSINESS ENGLISH FOR SECRETARIES

冯修文 主编



北京大学出版社
PEKING UNIVERSITY PRESS

21 世纪全国高职高专秘书类规划教材

商务秘书英语

Business English for Secretaries

		冯修文	主 编
赵琳红	郑黎明	宋臻臻	副主编
	吕菊林	陈 梅	主 审



北京大学出版社
PEKING UNIVERSITY PRESS

内 容 简 介

本书从学生的就业需求出发,分秘书职业基本技能和商务活动专业知识两大板块,突出职业秘书工作中与经济活动相关的商务知识的重要性。本书从初涉职场的秘书角度出发,按认识秘书职业,逐步掌握工作中所必需的基本职业技能,最终掌握职业提升所必要的专业知识的路线,从听说读写等方面全方位培养和提高学生的商务秘书英语综合应用能力。

本书适合大中专文秘、商务英语、国际贸易、会展等专业使用,也可作为相关在职人员的培训教材,以及英语爱好者和文秘从业人员的自学用书。

图书在版编目(CIP)数据

商务秘书英语/冯修文主编. —北京:北京大学出版社, 2010.2

(21世纪全国高职高专秘书类规划教材)

ISBN 978-7-301-16927-8

I. 商… II. 冯… III. 商务—英语—高等学校:技术学校—教材 IV. H31

中国版本图书馆 CIP 数据核字(2010)第 020118 号

书 名: 商务秘书英语

著作责任者: 冯修文 主编

策 划 编 辑: 温丹丹

责 任 编 辑: 温丹丹 卢桂香

标 准 书 号: ISBN 978-7-301-16927-8/H · 2425

出 版 者: 北京大学出版社

地 址: 北京市海淀区成府路 205 号 100871

网 址: <http://www.pup.cn>

电 话: 邮购部 62752015 发行部 62750672 编辑部 62765126 出版部 62754962

电 子 邮 箱: xxjs@pup.pku.edu.cn

印 刷 者:

发 行 者: 北京大学出版社

经 销 者: 新华书店

720 毫米×1020 毫米 16 开本 18.75 印张 365 千字

2010 年 2 月第 1 版 2010 年 2 月第 1 次印刷

定 价: 35.00 元(含光盘)

未经许可,不得以任何方式复制或抄袭本书之部分或全部内容。

版权所有,侵权必究

举报电话: 010-62752024; 电子邮箱: fd@pup.pku.edu.cn

21 世纪全国高职高专秘书类规划教材

编 委 会

(以音序排名)

编委会主任

黄月琼：教授，苏州港大思培科技职业学院副院长

史振洪：教授、主任编辑，钟山职业技术学院新闻传播系主任

编委会副主任

李喜民：教授，郑州牧业工程高等专科学校人文系主任

王瑞成：教授，扬州职业大学文秘教研室主任

吴良勤（兼）：国家二级秘书，钟山职业技术学院文秘教研组长

委 员

蔡 黎	冯修文	关海博	韩开绯
金常德	姬兴华	黎 明	梁春燕
李 琳	李新宇	李红兰	李云芬
李 滢	李 展	李国英	李荣梅
刘红松	雷 鸣	刘慧霞	宋臻臻
邵峥嵘	王菊芬	王 军	王寅涛
王其厅	闻 杰	温 昊	徐思义
谢春红	薛周平	余红平	赵琳红
朱俊侠	周争艳	张秀兰	张 晖

前言

2008 年的金融危机,使得中国高校的大学生就业雪上加霜。“被就业”成为 2009 年高校大学生就业的一个很不光彩的新名词。究其原因,长期以来,在我国的高等教育体制中,课程设置和培养方式上“重理论、轻技能”。这种育人方式在经济快速发展的今天,当新职业新工种不断涌现时,我们发现高校培养的很多大学毕业生无法满足企业的基本用人需求,造成目前人才供给与企业需求不平衡的现状。过去,人们过分注重高学历,谈到“人才”时自然会想到那些高学历、高文凭者。随着市场经济的不断完善和市场竞争的日趋激烈,全社会对“人才”的认识正在发生着微妙的变化,这种变化就是从注重文凭向注重实际操作能力转变——由原来的高学历、高职称,即人才,转向“有需求才是人才”。综观 2009 年中国高校大学生的就业状况,我们欣喜地发现,以“能力培养为本位”的高职教育充分注重学生的职业能力和职业技术应用培训,因此,高职生的就业率远远高于本科生。

密切关注市场对应用型人才的需求是高职教育的立足点,教育教学改革是培养应用型人才的根本,而课程改革和培养方式则是核心,所有这一切的支撑点则是实用型教材的开发。因为有专家指出,教材作为“整个教育系统的软件”,它不仅反映着社会发展的要求,同时在某种程度上还直接决定着受教育者的培养质量。为能培养出合格的高职文秘人才,我们深入企业、公司,通过调查研究得知,随着国际经济一体化的形成,以及我国对外开放的进一步深入,无论是外资企业还是中资企业,国有企业还是私营企业,秘书工作中的很多事务都会涉及对外交往、商务活动。因此,企业需要的秘书人才不仅要具备良好的职业道德与文化心理素质,以及掌握扎实的秘书业务知识,更重要的是具有工作所需的英语综合应用能力。正是基于此,北京大学出版社组织全国高职院校编写了一套秘书专业实用教材,并将《商务秘书英语》列入其中,以改变传统的高职文秘人才培养只重视办会办事,而忽视提高学生的职业英语应用能力的现状。

本书具有以下几个显著特点。

1. 在体例上从初涉职场的秘书角度出发,按认识秘书职业,逐步掌握工作中所必需的基本职业技能,最终掌握职业提升所必要的专业知识的路线,从听说读写等方面全方位培养和提高学生的商务秘书英语综合应用能力。

2. 在内容设计上从学生的就业出发,由浅入深,分秘书职业基本技能和商务活动专业知识两大板块,突出职业秘书工作中与经济活动相关的商务知识的重要性。

3. 基础英语知识与秘书专业英语知识有机结合,充分考虑到高职学生的英语基础知识水平,注重知识点的延伸与衔接,并有知识点的归纳与总结。特别是知识点的注释,力求详尽而突出重点,紧密结合学生的工作所需,努力做到让学生“学则会,会则用,用则通”。

4. 本书还特别关注在商务活动中的文化差异。在涉外工作交往中,文秘从业人员不仅要有扎实的语言基本功,更要具备与语言相关的文化知识。语言是文化的重要载体,学习和运用外语必须了解与这门外语有密切关系的文化。

全书共8章,30节,建议学时为一学年64课时,职业基本技能部分(第1~5章)20课时,商务活动中所涉及的专业知识(第6~8章)44课时。补充的文化链接内容,可以作为阅读材料,既增加学生的中外文化知识,又可以提高学生的英语阅读能力。

本书由上海建桥学院文秘专业主任冯修文副教授负责编写大纲设计以及最后的定稿。编写人员分工如下,宋臻臻(第1、2章)、冯修文(第3、4章)、王菊芬(第5章、第7章1~2节)、赵琳红(第6章)、郑黎明(第7章3~5节)、薛周平(第8章)。本书能顺利完稿并交付出版,首先应该感谢上海建桥学院的院系领导和北京大学出版社温丹丹编辑的大力支持与关心,特别是上海建桥学院文化传播系系主任张骏德教授、陈先元教授,专业主任陈梅副教授,以及吕菊林教授。此外,上海交通大学的张忠任先生和研究生张润毅先生,在文字处理和校对方面,也付出了很多心血。在此一并表示真诚的谢意。

在筹划编写本书之际,我们就立志要尽心尽力而为之。虽然有诸多专家学者的学术成果可做参考,然而站在巨人肩上的矮子,举目所望,总有局限。因此,书中不足之处,还望各位同仁批评指正。

冯修文
2009年10月

Contents 目录

Chapter I Being a Secretary (进入职场)	1
Section One Knowing Career (职业认识)	1
Section Two Adapting to Working Surroundings (熟悉环境)	11
Section Three First Impression (第一印象)	20
Chapter II Interpersonal Relations (人际关系)	29
Section One Getting along with People (熟悉环境)	29
Section Two Asking for Advice (征求意见)	38
Section Three Expressing Opinions (发表意见)	46
Chapter III Daily Business (日常事务)	56
Section One Reception (接待工作)	56
Section Two Answering and Making Phone Calls (接打电话)	66
Section Three Office Equipment (办公设备)	76
Chapter IV Management of Business (处事能力)	87
Section One Something Urgent (紧急事件)	87
Section Two Letter Processing (信件处理)	96
Section Three Complaint Settlement (处理抱怨)	106
Chapter V Arranging Activities (活动安排)	117
Section One Making Agenda (日程安排)	117
Section Two Arranging Meetings (会议安排)	127
Section Three Recreational Activities (娱乐活动)	136
Chapter VI Business Knowledge (商务知识)	146
Section One Human Resources (人力资源)	146
Section Two Business Activities (商务活动)	155

Section Three	Business Etiquettes (商务礼仪).....	164
Section Four	Market Research (市场调研)	172
Section Five	Public Relations (公共关系).....	181
Chapter VII	Trade Knowledge (贸易知识)	190
Section One	Establishing Trade Relations (建立关系)	190
Section Two	Agency (代理)	199
Section Three	Business Terms (贸易条款)	209
Section Four	Conclude Business (达成交易)	219
Section Five	Shipment and Insurance (装运投保)	230
Chapter VIII	Exhibition and Conference (会展知识)	242
Section One	Project planning (项目策划)	242
Section Two	Exhibition planning (筹备展会)	251
Section Three	Exhibition Reception (展会接待)	261
Section Four	Exhibit Introduction (展品介绍)	270
Section Five	After-Show Work (展后总结)	280
Bibliography	(参考文献)	290

Chapter



Being a Secretary (进入职场)



Section One Knowing Career(职业认识)

Part A Situational Dialogues(情景会话)

Dialogue 1

Background: Mr. Smith the boss asks Lisa Yang, personnel manager, to recruit a qualified secretary. They are talking about what qualities a secretary should have.

A: Mr. Smith B: Lisa Yang

A: Hello, Lisa. I want you to post the position.

B: That's all right. Should we post job ads later both in the newspaper and on the Internet?

A: Yes. The more applicants we attract, the better it will be. And before the actual face-to-face interview, we should read resumes and do some screening first. By the way, what qualities do you think we should look for in a secretary?

B: Well, I think he or she should be aggressive and conscientious.

A: Yeah, I think so too. He or she should also be enthusiastic and self motivated.

B: Exactly. And he or she must be creative and responsible.

A: That's true. So we all know what qualities a qualified secretary is supposed to have. All that we need to do is to post the job ads, read the applicant resumes and select suitable candidates for the face-to-face interview.

B: That's it. But there's one more thing about the job requirements in the advertisement: how many years of working experience must the potential

candidates have?

A: At least 3 years' working experience should be required. Besides, he or she should have a college degree.

Dialogue 2

Background: athy Lee is a candidate for the job vacancy for a secretary. She is eager to get the post. And now she is answering the questions by the personnel manager in the interview.

A: Lisa Yang B: Cathy Lee

A: Let me introduce myself. I am Lisa Yang, personnel manager here. First of all, I'd like to check some of the details in your resume. You're 26 years old. Is that right?

B: Yes, that's right.

A: And you've got three years' working experience?

B: Yes. Over the past three years, I have been working as a secretary in a shipping company.

A: I see. And what did you have to do at that company?

B: There, I have been responsible for a lot of filing and some computer data input.

A: So you don't have any difficulties working without supervision?

B: Not at all. In my previous job, my boss often travels to Europe and the United States. While he's away, I have to work independently. I'm quite used to that.

A: Good. Now what about shorthand and typing?

B: Well, I have the Elementary certificate in shorthand and typing issued by the London Chamber of Commerce.

A: Mm, well, that would be very useful.

Dialogue 3

Background: athy Lee succeeded in passing the interview. She has come to sign the contract with , Lisa Yang, personnel manager.

A: Lisa Yang B: Cathy Lee

A: Nice to see you again, Miss Lee.

B: Glad to see you too, Ms Lisa.

A: Please be seated. As far as I know, you have got some information about your employee contract, but I think it necessary for us to go over the main details again before we sign it. Firstly, you will get a monthly salary. Secondly, one month paid vacation will be offered to you after one year of service. And finally, there's a period of six-month probation, during which you are half-paid.

B: At a rate of 50% I understand.

A: Well, your salary includes a base salary and bonuses. Any approved overtime will be paid At a rate of 50%, which you can take as salary or time off.

B: That sounds reasonable.

A: You will be offered a housing fund each month, the amount of which will be based on your total income.

B: OK.

A: You will also be covered by our endowment insurance and medical insurance plan while you work here. A reasonable number of sick days will be covered by the company. Any extended illness will be covered by insurance. You are supposed to give the company a doctor's excuse when you call for sick leave.

B: All right.

A: If everything is clear, please sign your name here and you can start work in five days.

Notes

1. applicant *n.* 申请者, 请求者, 相同表达: candidate

This job can attract more applicants.

这份工作能够吸引更多的求职者。

2. aggressive *adj.* 有进取心的; 好斗的, 挑衅的 aggressiveness *n.*

We need an aggressive young executive.

我们需要一位进取心很强的年轻管理人员。

3. conscientious *adj.* 尽责的 conscience *n.*

a conscientious attitude to work 对工作尽责的态度

4. enthusiastic *adj.* 热情的, 热心的; 充满热忱的

be enthusiastic about sth./ doing sth.

enthusiastic welcome 热烈欢迎

You don't sound very enthusiastic about the idea.

你好像对这个想法不太感兴趣。

5. potential *adj./n.* 潜在的; 潜力

potential customer 潜在客户

potential demand 潜在需求

analyze the market potential 分析市场潜量

He is a potential managing director.

他有做总经理的潜能。

Being both cheaper and longer-lasting than any of its rivals on the market, the product has enormous sales potential.

这个产品与市场上的同类产品相比既便宜又耐用, 因此销售潜力很大。

6. first of all 首先

First of all she just smiled, then she started to laugh.

最初她只是微笑, 后来才放声大笑。

7. supervision *n.* 监督, 管理

Children should not be left to play without supervision.

孩子玩的时候不能无人照看。

8. certificate *n.* 证明, 证明书

a birth certificate 出生证明

a death certificate 死亡证明

9. contract *n.* 合同; 契约

The contract still holds.

契约仍然有效。

10. probation *n.* 试用; 试用期

He is a technician on probation in that company.

他是那家公司的一名见习技术员。

11. fund *n./v.* 资金, 基金; 提供资金

disaster fund 赈灾专款

housing fund 住房建设基金

pension fund 退休基金

government-funded programs 政府资助项目

The project has been cancelled because of lack of funds.

该项目因缺少资金已经取消。

12. insurance *n.* 保险

insurance policy 保单

endowment insurance 养老保险

medical insurance 医疗保险

Practical Sentences

1. Secretary should have a good memory and writing ability.
秘书应该具有良好的记忆力和写作能力。
2. A secretary should be good at coordinating communications with his co-workers.
秘书应该擅于和同事协调沟通。
3. A secretary should be familiar with and skilled at database software and the Internet.
秘书应该熟练运用数据库软件和网络。
4. Special training in shorthand and three years' practical experience in the secretarial field have prepared me for your challenging position.
我在速记方面接受过专门训练, 且有三年的实际秘书工作经验, 能胜任贵公司富有挑战性的职位。
5. I have a solid background in practical writing, editing, and management.
我有应用写作, 编辑和管理的扎实功底。
6. Money is important, but the responsibility that goes along with the job is what interests me most.
工资固然重要, 但最打动我的是这份工作的责任。
7. I will stay as long as I can continue to learn and grow in my field.
只要我能在我熟悉的领域内继续学习、继续成长, 我就不会离开。
8. I would expect the standard rate of pay at your company for a person with my experience and educational background.
我期望能得到贵公司与我有着相似的经历和教育背景的人同样的薪资。
9. I am willing to work on a trial basis for a small salary for several months, if necessary.
如有必要, 试用期的几个月内, 薪水低点我也愿意。
10. You can get a double wage for working overtime.
加班可得到双倍工资。

Part B Reading Module(阅读乐园)

Six Questions Asked in Interview

“What can you tell me about yourself?” This is not an invitation to give your life history. The interviewer is looking for clues about your character, qualifications, ambitions, and motivations. The following is a good example of a positive response. “In high school I was involved in competitive sports and I always tried to improve in each sport I participated in. As a college student, I worked in a clothing store part-time and found that I could promote the sale of goods easily. The sale was important, but for me, it was even more important to make sure that the customer was satisfied. It was not long before customers came back to the store specially for my help. I’m very competitive and it means a lot to me to be the best.”

“Why do you want to work for us?” This is an obvious question and, if you have done your research on the company, you should be able to give a good reason. Organize your reasons into several short sentences that clearly spell out your interest. “You are a leader in the field of electronics. Your company is a Fortune 500 company. Your management is very progressive.”

“How do you feel about your progress to date?” Never apologize for what you have done. “I think I did well in school. In fact, in a number of courses I received the highest exam scores in the class.” “As an intern for Company X, I received some of the highest evaluations that had ever been given.”

“What is your greatest weakness?” You cannot avoid this question by saying that you do not have any, everyone has weaknesses. The best approach is to admit your weakness but show that you have a plan to overcome it.

“What is your greatest strength?” This is a real opportunity to toot your own horn. Do not brag or get too egotistical, but let the employer know that you believe in yourself and that you know your strength. “I feel that my strongest asset is my ability to stick to things to get them done. I feel a real sense of accomplishment when I finish a job and it turns out just as I’d planned. I’ve set some high goals for myself. For example, I want to graduate with highest distinction. And even though I had a slow start in my freshman year, I made up for it by doing an honor’s thesis.”

“What goals have you set and how did you meet them?” This question examines your ability to plan ahead and meet your plan with specific actions. “Last year, during a magazine driving to raise money for our band trip, I set my goal at

raising 20 percent more than I had the year before. I knew the drive was going to begin in September, so I started contacting people in August. I asked each of my customers from the year before to give me the names of one or two new customers who might also buy a magazine. Eventually met my goal, and even became the top salesperson on the drive.”

No matter what question you are asked, answer it honestly and succinctly. Most interviewers are looking for positive statements, well-expressed ideas, persuasiveness, and clear thinking under pressure.

Vocabulary Bank

1. ambition *n.* 野心, 雄心
2. motivation *n.* 动机
3. competitive *adj.* 竞争的
4. obvious *adj.* 明显的, 显而易见的
5. progressive *adj.* 进步的
6. evaluation *n.* 评价
7. approach *n.* 方法, 途径
8. brag *v.* 吹牛
9. egotistical *adj.* 自负的, 自大的
10. accomplishment *n.* 成就
11. succinctly *adv.* 简洁地, 简便地

Useful Phrases

1. participate in 参与, 参加
2. make sure 确定
3. spell out 讲清楚
4. to date 到目前为止
5. toot one's own horn 自吹自擂
6. stick to 坚持
7. make up for 补偿, 弥补
8. the top salesperson 最好的销售员
9. positive statement 积极向上的言论
10. well-expressed idea 表达准确的观点
11. clear thinking 条理清晰的思维

Part C Writing Module (写作天地)

Application Letters (求职信)

求职信是求职者写给招聘单位的信函,起到毛遂自荐的作用。求职信是自我表白,其目的和作用是希望招聘负责人,一般是人事主管,看了后能给求职者面试的机会。因人事主管要看的求职信函太多,因此求职信要力求简明扼要。求职信的篇幅通常为一页,分开头、中间部分和结尾。首先介绍身份和目的,接着表明求职者的优势或长处,最后在结尾部分诚恳地希望获得此职位。求职信旨在让收信人了解写信人的工作经历、技能、成果、愿望等,因此在写求职信时尽力阐述个人的专长,以便给对方留下好的印象,从而获得面试机会。一封得体的求职信可以拉近求职者与人事主管(负责人)之间的距离。

Specimen

8 December, 2009

The Personnel Department
Suite 1347
Far East Finance Centre
16 Harcourt Road
Hong Kong SAR

Dear Sir,

I should like to apply for the position of Senior Secretary at your company that was advertised in the Classified Section of the *Business Post* on 7 December.

Having worked as a Personal Assistant in a well-known import-export company for the past three years, and as a secretary in the retail trade for two years previously, I believe that I may have developed skills useful to your company.

My experience has given me a basic understanding of import-export trading practices, and, having taken a Higher Certificate in Secretarial Studies with Languages, I am fairly fluent in Mandarin and English, and have a fair knowledge of Japanese. Over the last five years, I have also learnt the importance of being efficient and methodical in my work. I am confident that these skills are required by senior secretarial staff at the Far Finance Centre.

Enclosed is my resume. I'm looking forward to having the opportunity to answer any questions you may have regarding my application. I am free for interview at any time, providing you can give me at least two days' notice.

Yours faithfully,
Chan Fung-ling
(Signature)

Practical Sentences

1. I would like to apply to your company for the position of sales manger.
我想应聘贵公司销售经理一职。

2. I am writing to inquire about opportunities for computer programmer in your company.
我来函询问贵公司是否招聘电脑程序员。
3. I am writing to you asking if you have a vacancy for an assistant accountant.
我写信是询问一下贵公司是否有助理会计的职位空缺。
4. I have an inquisitive and analytical mind.
我勤于钻研，擅于分析。
5. I am a very energetic and determined individual who enjoys a variety of tasks.
我精力充沛，做事果断，乐于从事各方面的工作。
6. Attached is my curriculum vita together with the name of my referees.
随信附上履历表以及证明人的姓名。
7. I would appreciate your time in reviewing my enclosed resume.
随信附上我的简历，烦您过目。
8. I would be glad to have a personal interview and can provide references if needed.
我希望有机会与您面谈，如有需要，我可以呈上推荐信。
9. My experience and qualifications indicate that I am the very person you are seeking.
我的经验与资历可以说明我就是您要招聘的。
10. Thank you for your consideration.
谢谢您考虑我。

Exercises

1. Fill in the blanks with words or expressions given. Change the form if necessary.

applicant, conscientious, candidate, supervision, contract, participate in, spell out, to date, toot one's own horn, make up for

1. He has agreed salary terms and is ready to sign a new _____.
2. _____ we have not received any replies from the personnel department.
3. My instructions seem simple enough. Do I have to _____ again?
4. As the wages were low, there were few _____ for the job.
5. Don't _____ when your are given a chance to introduce yourself in an interview.
6. Those workers work under the Chief Engineer's _____.