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新世纪高职高专
公共英语类课程规划教材

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通用职场英语

English for Successful Career

● 主 编 陆效用



大连理工大学出版社



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前言

《通用职场英语》(English for Successful Career),是一本适合高职高专及应用型本科院校学生使用的职场英语口语教材。

教育部职业院校外语类专业教学指导委员会在《高等职业教育英语课程教学要求(试行)》(2010年6月)中指出,高职英语课程“是为培养面向生产、建设、服务和管理第一线需要的高技能人才的目标服务的”。“高职英语课程以培养实际应用英语的能力为目标,侧重职场环境下语言交际能力的培养,使学生逐步提高用英语进行交流与沟通的能力。”本教材就是根据上述教学要求编写的。

教材编写之前,编者在学院就业办公室的支持和配合下,对上海工商外国语职业学院2009~2011年5154名毕业生的就业岗位进行了调查,其中70%以上的就业岗位集中在客户服务、文秘和市场营销这三类岗位上,其他岗位包括财务、金融、酒店、导游、物流、会展、乘务、教育、质量管理、生产加工及维修服务等职业领域。根据这一调查结果并结合就业市场的需求趋势,我们制订了教材编写计划。

本教材分为两个部分:第一部分为“职场情景英语”(English for Business Situations),第二部分为“职场就业英语”(English for Employment)。第一部分由5个单元组成,每个单元的主题都是求职者或职场新人经常会遇到的情景;第二部分由15个单元组成,每个单元的主题就是一个职业领域。这些内容与学生毕业后的职业环境和就业岗位密切相关,较好地解决了英语学习与职业生涯脱节的问题,提升了学生的就业竞争力。

本教材特别重视学生的语言实践活动,基于任务型教学方法(Task-based Learning and Teaching Approach)编写的英语会话共有90多个,充分体现了职业教育的特点。每一单元的最后部分还选编了5条国际知名企业的广告语(Advertising Slogans),让学生在学职场英语的同时,初步感知大公司的企业文化和品牌战略。

还有一个需要说明的问题,就是普通英语(General English)和职场英语(Business English)的关系。有些同学认为,普通英语涉及生活的各个方面,学起来费时费力,而且短期内难见成效,不如就学一些与职业有关的词汇和句型,以为这是学习英语的捷径。这种看法对吗?恕我们直言,这种看法貌似有理,实际上是行不通的,也是英语学习上的一个认识误区。美国一位职场英语教育专家曾经说过:Ninety percent (90%) of Business English is General English.(百分之九十的职场英语是普通英语)。我们完全同意这位美国专家的观点。我们认为,只有先打好普通英语的基础,才能真正学好职场英语。就以本教材为例,虽然书名叫《通用职场英语》,但其中大部分词汇和表达方式还是属于普通英语的范畴。普通英语是职场英语的基础,这一点千万不要忘记。

本教材由上海工商外国语职业学院公共英语教学部组织编写,由陆效用任主编,负责教材的策划、编写及统稿工作,由李爱群、花莹任副主编,张妍一、张晓、黎妮和朱丽参与了编写工作。

限于编者的水平和经验,本教材中难免存在疏漏之处,望读者和教材使用者不吝赐教,以便我们及时修订完善。

编者

2013年8月

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English for Business Situations

职场情景英语

Part

1



This part consists of 5 units (Units 1~5), and each unit deals with a topic closely related to the situation any job applicant or new employee will encounter in their career life.

第一部分由5个单元组成(1~5单元),每个单元讨论一个主题,与求职者或新雇员在职业生涯中将遇到的情景密切相关。

Unit 1

Job Interview 求职面试



Topic Introduction 话题导言

A job interview typically comes before the hiring decision, and is used to evaluate the candidate. As a job applicant, you should answer questions naturally and be confident for the interview.

求职面试通常是在聘用决定作出之前进行,用来评估求职者。作为一名求职者,你在回答问题时表情要自然,对面试要充满信心。

Learn to Say 开口说



1. I wish to apply for the advertised post.
我希望申请招聘广告上刊登的职位。
2. I'm currently attending school where I'm doing a course in Business Administration.
目前我正在学校读书,选修了工商管理课程。
3. As you will see from my resume, I have taken various courses in communication skills, leadership, as well as quality control.
您从我的履历上可以看到,我已经选修了沟通技能、领导能力以及质量监控等方面的课程。
4. Having completed my training as an electrical engineer, I'm now looking for a post in your company.

在完成了电气工程师的培训之后,我想在贵公司寻求一个职位。

5. I speak fluent English and have a basic knowledge of French and German.

我英语说得很流利,还具有法语和德语的基础知识。

6. I wish to work abroad and make use of my knowledge of languages.

我希望去国外工作,这样就可以利用我的语言知识。

7. After my vocational training, I worked for a local import and export firm for one year and a half.

在职业培训之后,我在本地一家进出口公司工作了一年半时间。

8. During my studies I did two internships in an art design company in New York City.

学习期间,我在纽约市一家艺术设计公司实习了两次。

9. I'm confident that I will be able to use my skills and experience in the advertised post.

我确信,能把我的技能和经验用于所招聘的职位。

10. I feel that I meet the requirements set out in your advertisement.

我认为我能满足你们招聘广告上所提出的要求。

11. I acquired a sound grounding in word processing during my years at the Commercial College.

我在商学院学习的几年时间里,已经在计算机文字处理方面打下了扎实的基础。

12. I graduated from the Institute of Technology with excellent grade in English and data processing.

我毕业于应用技术学院,英语和数据处理课程的成绩都很优秀。

13. In the past two years I have been working part-time as a counter clerk.

在过去两年里,我一直兼职从事柜台服务工作。

14. I'm well acquainted with duties of an executive secretary.

我非常熟悉行政秘书的职责。

15. I am seeking a change because I want to extend my knowledge of marketing.

我寻求工作变动,因为我想拓展营销方面的知识。

16. I'd like to work here because the company has more benefits and more opportunities for advancement.

我想在这儿工作,因为贵公司有更多的福利,还有更多的晋升机会。

17. My excellent presentation skills and planning capabilities would be an asset to your company.

我出色的表达技巧和策划能力对贵公司将是非常有用的。

18. My work experience has taught me to become customer-oriented and establish a good link between customers and the company.
我的工作经验使我懂得要面向客户,并在客户和公司之间建立良好的联系。
19. I have up-to-date computer skills and ample knowledge of digital photography and archiving.
我具有最新的电脑技能,还有丰富的数字摄影和信息归档知识。
20. My present employer is informed of my application and will be willing to act as a reference.
我现在的老板知道我在申请工作,并愿意做我的推荐人。

New Words and Expressions

生词及词组

interview ['ɪntəvju:] n.	面试;面谈
advertise ['ædvətaɪz] v.	为……做广告;宣传
administration [ədˌmɪnɪ'streɪʃən] n.	管理;行政
resume ['rezʊmeɪ] n.	履历;简历
communication [kəˌmjuːnɪ'keɪʃən] n.	交际;沟通
complete [kəm'pli:t] v.	完成;结束
electrical [ɪ'lektrɪkəl] a.	电的;用电的
fluent ['fluːənt] a.	(尤指外语)流利的;通畅的
vocational [vəʊ'keɪʃənəl] a.	职业的;职业技术的
internship ['ɪntɜːnʃɪp] n.	实习;实习期
requirement [rɪ'kwaɪəmənt] n.	要求;必要条件
grounding ['graʊndɪŋ] n.	基础知识;基础训练
commercial [kə'mɜːʃəl] a.	贸易的;商业的
institute ['ɪnstɪtju:t] n.	(教育等)机构;机构建筑
technology [tek'nɒlədʒi] n.	科技;技术
acquainted [ə'kweɪntɪd] a.	熟悉的;了解的
executive [ɪg'zekjʊtɪv] a.	行政的;有执行权的
marketing ['mɑːkɪtɪŋ] n.	促销;营销
advancement [əd'vɑːnsmənt] n.	提升;晋升
asset ['æset] n.	有价值的人(或事);有用的人(或事)
customer ['kʌstəmə] n.	顾客;客户
orient ['ɔːriənt] v.	面向;确定方向
digital ['dɪdʒɪtl] a.	数码的;数字的

photography [fə'tɒgrəfi] n.

照相术;摄影

archive ['ɑ:kɑ:v] v.

把……存档;把……归档

reference ['refrəns] n.

推荐人;介绍人

apply for

申请;请求

make use of

使用;利用

set out

陈述;阐明

be informed of

知晓;获悉

act as

充当;起作用

Further Study 拓展学习



Directions: The following are common job interview questions and the answers given below are only for your reference. Your response should be based on your own situation and experience.

Common Job Interview Questions and Answers

求职面试常见问题及回答

1. So tell me (a little) about yourself.

告诉我(一些)你本人的情况吧

Answer:

My name is David Chen, and I'm a graduate of a commercial college. As you will see from my resume, I have taken various courses in communication skills, leadership, as well as quality control. I speak fluent English and have a basic knowledge of Japanese. I'm good at public speaking, and I've been a group leader of several school projects. So I think I meet the requirements set out in your advertisement.

我叫陈戴维,是一所商学院的毕业生。从我的简历中你可以看到,我已经修读了沟通技能、领导能力以及质量监控等方面的课程。我英语说得很流利,日语也有一定的

基础。我还擅长演讲,在校期间曾担任过几个项目的小组负责人。所以我认为我能满足你们的招聘要求。

2. Tell me what you know about this company.

告诉我你对本公司有哪些了解。

Answer:

I have been reading a lot about your company and I am very impressed. Your company was established in 1980s, and now it is a joint-venture with a total of 10,000 employees. Your company is mainly engaged in dairy development, production and sales. You have the world-class dairy research center and advanced dairy processing technology, and you are the largest of the three dairy enterprises in China.

我读了有关贵公司的许多资料,给我留下了深刻的印象。贵公司成立于20世纪80年代,现在是一家合资企业,员工人数达到10,000人。贵公司主要从事乳制品的开发、生产和销售。你们有世界一流的乳制品研究中心和先进的乳制品加工技术,中国有三家乳制品企业,你们的规模最大。

3. Why do you want to work at our company?

你为什么想来我们公司工作?

Answer:

Because my major is just in line with the areas your company deals with, and I hope I can apply what I've learned at school to practical work. I'm not just looking for a paycheck, I love my major and am proud of my profession. Your company produces a superior product and provides an excellent service. I share the values that make this possible, which should enable me to fit in the team.

因为我的专业与贵公司经营的范围相一致,我希望能把在学校学到的知识应用到实践中去。我不单单是为了工资,我热爱我的专业,也为自己的职业感到自豪。贵公司能生产优质产品又能提供一流的服务。我赞同你们的价值观念,这种共识能使我融入你们的团队。

4. What relevant experience do you have?

你具有哪些相关的经历?

Answer:

I've taken the practical training course at college and gained a decent amount of knowledge and experience in this field after doing my internship in a local business. My uncle is a sales manager working in a joint venture. I visited my uncle and worked as his assistant for two months last year.

我在大学里上过实训课;在当地一家公司实习过之后,在这方面获得了不少知识和经验。我叔叔是一家合资企业的销售经理,去年我去看望他时,给他当了两个月的助理。

5. Have you done anything to further your experience?

你做过什么事情来进一步丰富你的经历吗?

Answer:

Yes. I've done everything I can to further my experience. During the summer vacation, I worked part-time with ABC Company on the same post, and my past record was really good there. I'm currently attending school where I'm doing a course in Business Administration, which is related to my major.

是的。我尽我所能丰富自己的经历。暑假期间我在ABC公司兼职,工作岗位相同,表现优秀。眼下我正在学校修读工商管理的课程,这与我的专业也是相关的。

6. Where else have you applied?

你还在哪里求过职?

Answer:

I've been applying to a couple of places (general names), but this is the one position that I believe is the best fit for me. I'd love the opportunity to work in your company. I'm confident that my educational background and work experience would help me make a very positive contribution to your company.

我在两三个单位求过职(说出单位的一般名称),但我相信这一职位最适合我。我希望能有机会在贵公司工作。我确信,我的教育背景和工作经历都有助于我为贵公司作出积极的贡献。

7. How are you when you're working under pressure?

工作上遇到压力时你身体吃得消吗?

Answer:

I think pressure is an inevitable part of any work. I enjoy working under pressure, and I've produced some of my best work in such situations. I could prioritize my tasks and do the most important one first, then the second etc. I would inform my clients if they have a wait. Sometimes I would ask for team help if necessary.

我认为任何工作都免不了会有压力。我喜欢工作中有压力,而且在那样的环境中曾经取得过一些最佳的业绩。我会根据任务的轻重缓急,先做最重要的,然后依次类推。如果需要客户等待,我会做好沟通工作。如有必要,我有时候还会寻求团队的帮助。

8. What motivates you to do a good job?

你做好工作的动力是什么?

Answer:

I'm always motivated by setting goals that are challenging and my determination to achieve those goals. I want to become better at my job, and I want to help others. I also want to be a leader in our field. There is something on the inside of me that keeps pushing to expand myself by working harder, smarter, and more efficiently. Primarily I am motivated by my life's pursuits.

我工作中的动力来自于确立具有挑战性的目标以及实现这些目标的决心。我总想把工作做得更好并想去帮助别人。我还想成为自己领域中的佼佼者。我内心有一种自我拓展的欲望,推动自己去更努力更聪明更有效地工作。但从根本上说,我的工作动力来源于对人生的追求。

9. What's your greatest strength?

你最大的长处是什么?

Answer:

I have a college diploma and a B.A. / M.A. degree from the University. I have good computer skills as well as oral communication skills. I can speak fluent English and have a basic knowledge of French and German. I'm hardworking, punctual and responsible, and I'm a person with the flexibility to handle change. But the greatest strength is my loyalty and dedication to the company I work for.

我有大学毕业文凭,获得了学士/硕士学位。我具有良好的电脑技术和口头沟通技能。我英语说得很流利,法语和德语也有一定的基础。我工作努力、守时、有责任心,还是一个具有灵活性和应变能力的人。而我最大的长处,则是对公司的忠诚和奉献精神。

10. What's your biggest weakness?

你最大的弱点是什么?

Answer:

I pride myself on being a "big picture" guy. I have to admit I sometimes miss small details, but I always learn from someone who is detail-oriented in my team. I also feel that my time management skills could be stronger, and I'm constantly working to improve them.

我引以为自豪的是我是个“从大处着眼”的人。可我必须承认有时候不太注意小的细节,但我一直在向团队中注重细节的人学习。我还意识到,自己管理时间的技能有待于进一步加强,这方面我正在努力加以改进。

11. Let's talk about salary. What are you looking for?

让我们谈谈薪金吧,你的期望值是什么?

Answer:

I'm interested in finding a job that is a good fit for me. I'm sure whatever salary you're paying is consistent with the rest of the market. / I'd appreciate it if you could make me an offer based on whatever you've budgeted for this position and we can go from there.

我的兴趣在于找到一个适合我的工作。我确信你们支付的薪金会和市场价位保持一致的。/ 如果你们开给我的薪金是以岗位预算为基础的,我不胜感激,那就作为我的起始薪金吧。

12. Are you good at working in a team?

你善于在团队工作吗?

Answer:

Yes, I think so. I enjoy other people's company and I enjoy discussions with others. I can accept others' opinions even if they differ from mine. I also enjoy motivating people by praising them for their achievements. I find that working in a group improves the work performance, as well as creates a proper work flow and information distribution between team members. I think that team work always increases efficiency at work.

是的,我想是这样的。我喜欢与别人在一起,也喜欢与其他人讨论问题。即使其他人的意见和我不同意,我也能接受。我还喜欢用表扬的方法来调动人们的积极性。我发现,团队协作不仅能加快工作进度以及成员之间的信息交流,还能提高工作业绩。我认为团队配合总能提高工作效率。

13. Is there anyone you just could not work with?

你有没有遇到过不能与之共事的人?

Answer:

No. I'm an easy-going person, and I can work with anyone. So far in my life I've never found anyone who is so picky and difficult that I cannot deal with.

没有。我是个性格随和的人,能与任何人一起共事。生活中迄今为止,我从未发现一个不能与之打交道的挑剔难缠之人。

14. Tell me a suggestion you have made that was implemented.

告诉我一个由你提出并得到实施的建议。

Answer:

OK, let me tell you a story. During my internship in an electronics company, I once made a suggestion about "participative management," which encourages the involvement