

秘书系列

高职高专工作过程导向新理念规划教材

涉外秘书英语

韩乃臣 ◎ 主编

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清华大学出版社

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涉外秘书英语

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内 容 简 介

本书以高等职业教育应用英语专业涉外文秘方向的学生就业为导向,在行业专家的指导下,贯彻以“学生”为中心,以“实践”为核心,以“项目”为载体,以“企业”参与为平台的原则,致力于打造高标准的职业方向课程教材。本教材以一个虚拟的项目贯穿于整个课程。贯穿项目由课程模块体现,每个模块下设子项目,由这些子项目来构成整个贯穿项目。全书共分18个单元,各单元内容既自成一体,又互相联系。每个单元包括 Warming-Up, Introduction to the Topic, Situational Dialogue, Practice, Course Project 五个环节。

本书适合高职高专文秘专业学生作为职业英语课程的教材使用,也适合社会企业文秘人员、行政管理人员自学。

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随着我国国际化进程的日益加快,尤其是加入 WTO 之后,商务工作人员,特别是涉外企事业单位工作人员对英语语言知识的需求更加迫切。作为高层管理人员的助手,涉外企事业单位的秘书及行政助理人员对英语能力的要求越来越高,要求他们必须具备用行业英语顺利地进行口头和笔头的对外交流和内部沟通的能力。

《涉外秘书英语》是以高职应用英语专业涉外文秘方向的学生就业为导向,在行业专家的指导下,通过对行业及企业的调研和与学院专业教学指导委员会研讨,编者确定了涉外秘书英语教材编写的总体原则:以“学生”为中心,以“实践”为核心,以“项目”为载体,以“企业”参与为平台,致力于打造高标准的职业方向课程教材。

本教材以一个虚拟的项目贯穿于整个课程,全书共分为 18 个单元,各单元内容既自成一体,又互相联系。每个单元包括 Warming-Up, Introduction to the Topic, Situational Dialogue, Practice, Course Project 五个环节。贯穿全书的整体项目是: Rachel 经过面试被格瑞特文具有限公司(Great Stationery Co., Ltd.)聘为总裁张先生的秘书,经过培训后正式开始了其秘书工作。在此期间,公司的供应商布瑞杰文具公司(Bridge Stationery Co., Ltd.)和公司的英国客户 Officemate Trading Co., Ltd. 先后来访,而格瑞特公司总裁张先生要去参加广交会。本教材以 Rachel 在格瑞特公司的秘书工作过程作为贯穿全教材的项目,全方位、全过程模拟秘书的全部工作过程。

全书内容具体包括:

(1) Rachel 参加格瑞特公司的工作面试。

(2) 格瑞特公司对其进行岗位培训(包括秘书职责、礼仪、公司历史、公司结构、办公设备使用方法等)。

(3) 正式上岗后的日常内部、外部口头交流,如与同事、上级、供应商和英国客户的电话交流、指示与请求、商务会议等。

(4) 日常公司内部、外部书面交流,与同事、上级、供应商和英国客户的函电、会议记录、备忘录、商务报告等。

(5) 来访接待。Rachel 需要全程负责接待先后来访的布瑞杰文具公司销售代表陈小姐和 Officemate 的首席执行官 Paul King 先生,包括接机、订酒店、参观公司、介绍公司及其产品、商务宴请等。

(6) 安排商务旅行。Rachel 需要为其总裁张先生参加广交会做好安排,如预订酒店房

间、预订机票、行程安排等。

本书具有以下特色：

第一，注重培养学生的综合实践能力。语言材料真实，训练项目以真实工作岗位需求来设计，充分体现了高职教育“实用为主、够用为度”的原则。

第二，贯穿项目由多个子项目组成，子项目中又有“任务型”角色扮演来体现，从而完全改变了以知识为主线的传统编写体系。真正实现了对学生职业能力的培养，充分体现了高职高专英语教学改革的方向。

建议在使用本教材的过程中，专业教师和企业人员共同完成授课任务。这样学生不仅可以从教师那里学到专业知识，还可以从企业人员那里学到真实的技能操作，了解工作流程。这种教学模式体现了校企合作的原则，有利于学生了解企业情况，为就业打下良好的基础。

由于编者水平有限，编写内容难免有不妥之处，恳请专家、同行和读者批评指正。

编 者

2011 年 1 月

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Project 1

Job Interview

I. Warming-Up

Task 1 Picture recognition.

How time flies! You (Rachel and Robert) will be graduating this June. You will be facing the problems of looking for a job. However, there are thousands of kinds of jobs available in the world. Do you know all of them? Now have a try! Please identify what jobs they are in the picture below.



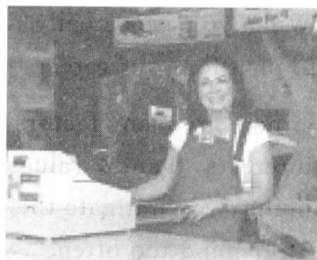
A. ()



B. ()



C. ()



D. ()



E. ()



F. ()

Task 2 Matching.

Are you really preparing for job hunting? What kind of preparation should you do before

you start your job interview? Listed below are some things you need to get ready or familiar before your job interview. Try to match the Chinese phrases in the right column with their English version in the left column.

- | | |
|--------------------------------|------------|
| 1. certificate | a. 求职简历 |
| 2. job vacancy | b. 求职信 |
| 3. prospective employer | c. 毕业文凭 |
| 4. job duties | d. 证书 |
| 5. requirements for applicants | e. 职位空缺 |
| 6. major competitor | f. 招聘广告 |
| 7. major market | g. 潜在招聘方 |
| 8. want ad | h. 应聘条件 |
| 9. diploma | i. 应聘表 |
| 10. cover letter | j. 工作职责 |
| 11. application form | k. 主要市场 |
| 12. reasons for hiring | l. 主要竞争公司 |
| 13. corporate culture | m. 招聘原因 |
| 14. curriculum vitae | n. 企业文化 |
| 15. telephone screening | o. 电话筛选 |
| 16. shortlist | p. 最后候选人名单 |

II. Introduction to the Topic

Five Steps to Get a Job^①

Step 1—Career Planning and Management

Before you embark on your job hunt, you need to be clear about what you want for your career. Planning does not mean going on the job hunt yet. It simply means that you start the planning, and you should, before you are ready to look for a job. When you are actually ready to look for a job, you may not have the time or the resources to plan for your career then.

You need to approach your career planning holistically, because there are many factors that affect your career decisions. Some key factors are your skills, interests, wants, values and constraints. By having a composite approach to your career planning, you mitigate the possibility of making a biased decision, thereby having to change your mind too often.

The key to your career planning is to know what you like, rather than what you are good at. Many questions such as an approach, thinking that career management is an airy-fairy

① Source: <http://www.docstoc.com/docs/13651674/The-Job-Hunting-Process>, 2010-12-30

subject. Truth is you do need to balance your interest with the need of the real world. It is not a unilateral decision only. You must balance what you like with what the world needs. How much to compromise will depend on your needs at the moment. An example of such an approach is that when you are young, you will probably be more willing to give up more of your personal time for a more lucrative job. But as you get older and start a family, you may want a more balanced lifestyle, thereby reducing your willingness to compromise on your personal time for work.

For many, they make the mistake of just knowing what the world wants, without knowing their own likes. The world may have a need. But if you do not see yourself in that area of work, will you be willing to compromise your likes to accept a career in that area? Start with your likes, and see how much you may have to compromise, to reach the “ideal” career for yourself.

Step 2—Job Hunting

Looking for a job in today’s market is different from what it used to be. When there were more jobs than people available, minimal effort in a job hunt may still result in a successful job placement. Gone are the days when you will need to fight off offers from executive search even while you are gamely employed.

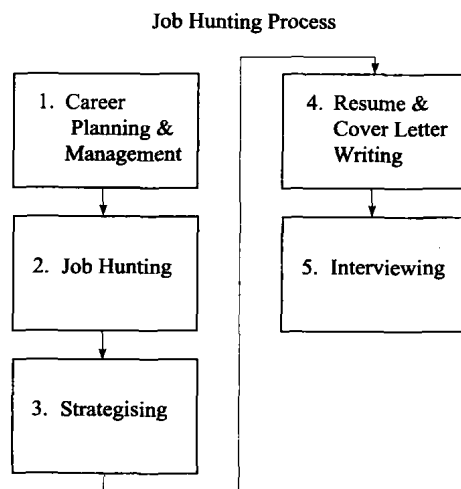
Today, writing to many hiring managers may not result in any reply. The whole job hunting process is taking much longer and becoming more demanding and tedious.

To be successful in a job hunt today, you need to employ all the sources in finding a job. Newspapers continue to be a good source of indicating hiring patterns, and the skills that employers want. Job agencies and executive searches may be hard pressed for entry level or low end jobs, unless part-time, temporary or hourly-waged. Job fairs outside of schools are also more for low-end jobs. The best method in job hunting today is via networking.

Networking takes time and effort. Networking is not about connecting with your contacts on whether they have any job available for you. Networking is NOT a short term effort to land a job, but an on-going process to know more about the jobs, companies and industries you wish to apply for. The value of the networking is in gaining information for competitive advantage to get to the job of your desire.

Step 3—Strategising

Upon finding the job that you want, it is almost time to get the job application going. But before the job application, you will need to do some strategising.



The purpose of the strategising is to give your job hunt a focus. In today's tight employment market, the key is to be focused. Not focused on what you want to show the hiring managers, but what the hiring managers want to hear from you.

Instead of focusing on what are your strengths, and all your achievements, the focus is on how your strengths and achievements can be repeated to benefit the job you are applying for.

Develop a list of about six to eight requirements that you think are essential to the job you are applying for. The accuracy of this list will be based on your ability to network. If you have networked well, you will have little difficulty coming up with an accurate list.

Your job hunt, from resume and cover letter to the interview, will depend on this competency list.

Step 4—Resume and Cover Letter Writing

Upon getting a focus on your job hunt, you are now ready to write your resume and cover letter. Similar to the Strategising Step, the focus is on what the hiring manager wants, rather than what you wish to show the hiring manager.

What you have achieved to be recorded into your resume cannot be changed. What are your previous experiences? What school did you attend and what degree did you attain? What did you do in school, awards attained, co-curriculum activities, or projects completed? These things would not change. What have been done have already been done. How you describe these achievements according to what the hiring manager would like to see must be customised for each job, company and industry. So, the resume and cover letter are not about your features, as many have the misconception, but how your features can benefit the job, company and industry. As such, understanding the job, company and industry is essential, which goes back to your competency list (Step 3—Strategising) and your networking (Step 2—Job Hunting).

Step 5—Interviewing

Interviewing is about communication, the ability to connect with the interviewer(s). Paying attention to every aspect of communication would be a good idea. Many are not aware of their non-verbal and voice-control communications.

Other than noting the communication, preparing for the interview is similarly overlooked. Knowing more about the job, company and industry before you go for the interview will give you added advantage. Furthermore, working on the answers that you would give during an interview would be useful.

It is difficult to think and speak at the Peter time. Rehearsing your answers thoroughly so that you can communicate with your interviewer(s) during the interview rather than only answering the questions will certainly be a useful aspect of the interview.

Throughout the interview, it is important to remind the interview(s) why you are suitable for the job, company and industry, rather than just answering his/her questions.

Exercise: True or False

1. _____ You are not ready for a job hunt if you have not thought about your career planning.
2. _____ If you only think about your interests, you will not make a good career planning.
3. _____ As soon as one has found an appropriate job, he or she should go applying for it immediately.
4. _____ Your work experience in your resume should be the same for all targeted job.
5. _____ If you know more about the prospective employer, you have better chances to get the job.

III. Situational Dialogue

Ms. Snow, the personnel manager with an advertising agency, is interviewing Peter Li, a job applicant. The whole job interview is divided into 4 parts below.

Dialogue 1 Greeting and personal information

Peter: Excuse me, may I see Ms. Snow, the personnel manager?

Snow: It's me. What can I do for you?

Peter: I have come at your invitation for an interview. Nice to meet you, Ms. Snow.

Snow: Nice to meet you, too. Please sit down.

Peter: Thank you.

Snow: May I have your name?

Peter: My name is Peter Li.

Snow: OK, Mr. Li, we have received your letter in answer to our advertisement. I would like to talk with you regarding your qualifications for this position.

Peter: I am very happy that I am qualified for interview.

Snow: Where do you live now?

Peter: I live at 78 Zhongshan Road, Ningbo.

Snow: Are you a permanent resident of Ningbo?

Peter: No, I am only a temporary resident. I am originally from Hunan, but I have lived in Ningbo for 6 years.

Snow: What is your greatest strength?

Peter: I think I am very good at planning. I manage my time perfectly so that I can always get things done on time.

Snow: What are your weak points?

Peter: When I think something is right, I will stick to that. Sometimes it sounds a little stubborn but I am now trying to find a balance between insistence and compromise.

Snow: What are your greatest accomplishments?

Peter: Although I feel my greatest accomplishments are still ahead of me, I am proud of my involvement with the International Business Conference'93 project. I made my contribution as part of that team and learned a lot in the process.

Snow: Can you work under pressure?

Peter: Yes, I find it stimulating. However, I believe in planning and proper management of my time reduce panic deadlines.

Dialogue 2 Talking about educational background

Snow: Would you tell me what educational background you have?

Peter: Yes, I graduated from middle school in 2002, and then I entered Ningbo Polytechnic. I graduated in 2006 with a B. S. degree.

Snow: What department did you study in?

Peter: I was in the Department of Physics.

Snow: How were your scores at college?

Peter: They were all excellent.

Snow: What course did you like best?

Peter: I was very interested in Business Management. And I think it's very useful for my present work.

Snow: How are you getting on with your studies?

Peter: I'm doing well at school.

Snow: Which subject are you least interested in?

Peter: I think it was Chinese History. Not because the subject was boring, but the large amount of material that have to be memorized. It left no room to appreciate the wisdom of great people in the past.

Snow: When and where did you receive your MBA degree?

Peter: I received my MBA degree from Peking University in 2008.

Snow: Were you in a leading position when you were a college student?

Peter: Yes, I was president of Student Union of our university, and I joined the Communist Party of China in my junior year.

Snow: Did you get any honors or awards at your university?

Peter: Yes, I got the university scholarship in academic year 2004 - 2005, received the second-class award in the Olympic Mathematics Competition of our province in 2000.

Snow: Great. Were you involved in any club activities at your university?

Peter: Yes, I was at the college basketball team.

Snow: What extracurricular activities did you usually take part in at your college?

Peter: I persisted in jogging every morning. I sometimes played table tennis and sometimes played basketball.

Dialogue 3 Talking about work experience

Snow: Have you got any experience in advertising?

Peter: Yes, I have been working in the Public Relation Section of a company in the past two years. I plan the advertising campaign and cooperate the work of artists and typographer. Sometimes I have to do the work of a specialist when there's something urgent.

Snow: Have you had any experience with computers?

Peter: Yes, I studied in a computer training program, and can process data through the computer.

Snow: That's fine. What about operating the fax and duplicator?

Peter: I can handle them without any trouble.

Snow: How often do you work overtime?

Peter: I worked overtime several times a month.

IV. Practice

Practice 1 Who are qualified?

You just found on a website a job ad, which is shown below, looking for an HR Officer/Assistant. Some of your friends are interested in this position, but you have got different educational background and work experience. Read the job ad carefully, especially its requirements part, and find out who among the following people are qualified candidates. Tick the qualified candidates.

Human Resources Officer/Assistant(大连市)

Main Responsibilities

1. Be responsible for the administration of social benefits and commercial insurances
2. Proceed the employment and termination for local and expatriate staff
3. Perform full scope of recruitment function including experienced hiring and campus recruitment
4. Prepare management reports

Requirements

1. Degree holder in Human Resources Management or related from university
2. 1 - 2 years practical HR experience preferably gained in a multinational company
3. Well versed with the labor laws and the employment related laws
4. Strong inter-personal and communication skill with high proficiency in English (both written and spoken)

- () **Tom**, a high school dropout, with 5 years experience in a private company.
- () **Bill**, a college graduate majoring HR Management, having worked as an assistant to HR Manager for 3 years.
- () **Buddy**, a Harvard Law School graduate with some internship with world-known law offices. Very familiar with labor laws.
- () **Christina**, a veteran sales with several Fortune 500 companies. Especially good at communicating with customers both in written and spoken ways.
- () **Michael**, a green hand with an MA degree, majoring in labor laws.

Practice 2 Group discussion

Whether a job interview is successful or not depends on many things. Of course, interviewees' C. V. , cover letter, their educational background, and work experience count the most, but there are some other minor factors that can also make a difference between a success and a failure. Talk to your partner and decide which ones of the following factors are important in a job interview and explain why. You can supplement some other aspects you think are important.

- (1) outward appearance (dress or face-painting)
- (2) speak with smile
- (3) body language
- (4) come on time
- (5) others:

Practice 3 Tough questions and smart answers

During a job interview, interviewers often ask interviewees some tough questions or some sensitive questions about your shortcomings. It is very important for you to handle embarrassing situation and turn it to your advantage in the end. The following lists of questions are some tough questions we may encounter during the interview. With your partner together try to answer them reasonably and wisely. Then try to think of other tough questions and ask your partner to answer them.

- Why have you changed your job so often?

- Why did you quit?

- How long have you been out of work?

- What have you been doing during this period?

- What do you think about your former boss?

- What are your salary expectations?

- How long are you expecting to work with our company?

- What is the biggest mistake you have made during your previous work?

- What should the company do to you if you make the same mistake or similar mistakes again?

Other Questions

V. Course Project

You are Rachel and Robert, two English majors from Ningbo Polytechnic. You will be graduating this June. You are interested in working as a secretary in a foreign company. Now, start your job hunting.

Task 1

Rachel and Robert just found two job ads, one from PricewaterhouseCoopers, another from Great Stationary Co., Ltd. Discuss together and decide which one is suitable for them, and explain your reasons.

Job ad 1

Job Description & Responsibilities

- Provide secretarial support to HR Staff Services Centre(SSC) leader and managers
- Organize/make conference meeting arrangements
- Take meeting minutes
- Prepare and organize meeting materials(e. g. Agenda, PowerPoint presentation, Excel spreadsheet...)
- Provide communication coordination & handle client phone query
- Make calendar arrangements
- Make travel arrangements(travel itineraries and hotel reservation)