

人社部教育培训中心商务英语岗位能力培训指定教材



商务英语 (CBET2) 听说教程

主编 冯修文 孙 然

主审 陆乃圣



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人力资源与社会保障部教育培训中心商务英语岗位能力培训指定教材(CBET2)

商务英语(CBET2)听说教程

主 编	冯修文	孙 然	
主 审	陆乃圣		
副 主 编	何光明	丁 衍	肖爱萍
参编人员	丁 衍	王菊芬	何光明
	孙 然	冯修文	朱向荣
	严大为	宋臻臻	

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内 容 提 要

本教程以人力资源和社会保障部教育培训中心举办的“商务英语岗位能力(CBET2)培训考试”大纲编写而成,以商务功能模块为单位、以提高培训人员的商务英语应用能力为主线,全书紧紧围绕涉外商务中层主管人员所需的工作内容和商务英语岗位能力展开,分为词汇拓展板块、听力板块、口语板块和文化板块,具体涉及日常办公、人力资源、国际贸易、市场营销、金融会计、企业管理等相关内容。

本教程的主要对象为参加“商务英语岗位能力(二级)考试”的考生,以及高校相关专业在校学生、涉外商务工作人员、其他相关行业人员等。

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冯修文 孙 然 主编

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商务英语岗位能力培训项目专家 委员会人员名单

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成员:

陆乃圣——上海对外贸易学院英语教授,英语硕士研究生导师,上海外文学会会员,上海翻译家协会会员。1990年作为访问学者赴澳大利亚,1997年赴美

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Unit 1

Welcome to our company

Unit Goals (单元目标)

- ◇ *Knowing the place of work*
- ◇ *Talking about working conditions*
- ◇ *Describing one's company*
- ◇ *Being familiar with the job titles in a company*
- ◇ *Understanding how a company is organized*

Part I Vocabulary Buildup



*Listen to the recording of the vocabulary. Then follow the recording and read aloud.
The highlighted words will occur in the listening module.*

a case in point 一个例证

Accounting & Finance 财务

appliance *n.* 家用电器

be accountable to 对……负责

Board of Directors 董事会

branch office (subsidiary) 分部; 分公司

CBD (Central Business District) 中

央商务区

CEO (Chief Executive Officer) 首席执行官

Chairman of the Board 董事会主席; 董事长

conduct a survey 进行调研

consultancy *n.* 咨询公司; 专家咨询



data processing 数字/文件/资料处理

disillusionment *n.* 幻灭;觉醒

downturn *n.* 萧条;不景气

Financial Director 财务总监

franchise *n./v.* 特许经营

globetrotting *adj.* 游览全球的;全球观光的

head office 总部;总公司

home facilities 家用电器

HR(Human Resources) Department 人力资源部

intangible *adj.* 无形的

intranet *n.* 内部网

inventory *n.* 库存

joint venture 合资企业

Managing Director 总经理

Marketing Manager 营销经理

market-orientated *adj.* 以市场为导向的;市场性的

matrix *adj.* 矩阵型的

operating profits 经营利润

outlets *n.* 专卖店;分店

oversee *v.* 监督

Personnel Director 人事经理

perspective *n.* 视角;观点

pricing strategy 定价策略

Production Manager 生产经理

public company 上市公司

Public Relations Manager 公共关系经理;公关经理

QC (quality control) 质量监控

regional manager 地区经理

R&D (Research and Development) 研发

revenue *n.* 收益;收入

Sales & Marketing 市场营销

saturate *v.* (市场)饱和

shareholder *n.* 股东;股民

state-of-the-art 一流的;尖端的;杰出的

target audience 目标客户

tariff *n.* 关税

taxation *n.* 税务

user-friendly 以用户为本的;方便用户使用的

Part II Listening Module



2.1 Initial Step

(About Company) You will hear ten short recordings. Each recording is followed by three different statements decoding it. Choose the correct statement, and mark one letter (A, B or C) for the correct choice.

Task 1

A. The company is public.

- B. The company boasts a history of about 150 years.
- C. The company may have subsidiaries in China.

Task 2

- A. The company has taken over 5 car plants in that country.
- B. The company has set up 4 JVs in that country.
- C. The company manufactures the best car in the world.

Task 3

- A. KFC is a franchise organization.
- B. The franchisee needn't invest money in running a new MacDonald's store.
- C. Most fast-food stores are franchise organizations.

Task 4

- A. All decisions are up to shareholders in big companies.
- B. Major shareholders have the right to make decisions about the company.
- C. Big companies don't need many managers to run.

Task 5

- A. A law firm can be located in the suburb.
- B. Manufacturing companies may be located at places with lower wage rates.
- C. Location of manufacturing companies must be market-orientated.

Task 6

- A. Company globalization should take cultural differences into account.
- B. Market share is a big problem for company globalization.
- C. Political issues cannot have major impacts on international business.

Task 7

- A. LVMH, a famous wine brand.
- B. LVMH, a prestige luggage brand.
- C. The net profits of the group increased by €800 million.

Task 8

- A. Marriott is engaged in the hospitality industry.
- B. Services of Marriot are both globally standardized and locally diversified.
- C. Only multinational corporate executives can stay at Marriott on business trips.



Task 9

- A. The company has got 2 plants and 2 000 staff in the headquarters plant.
- B. Marketing division is the most important.
- C. Personnel Manager is the line manager of Training Manager.

Task 10

- A. XCelfon is a state-owned company.
- B. XCelfon has a long history.
- C. XCelfon's products are easy to use.

2.2 Step Up

(Awards to Company Performances) You will hear five short recordings. From the conversation, decide what the company is rewarding for, and choose one letter (A - H) to match the number of the recording. Don't use any letter more than once.

Task 1 _____

Task 2 _____

Task 3 _____

Task 4 _____

Task 5 _____

- A. improvement in products
- B. staff involvement in decision-making
- C. innovation in PR
- D. staff training
- E. employee benefits
- F. after-sales policy
- G. great success in export
- H. environmental awareness

2.3 Short Conversation

(Office Relocation) You will hear a short conversation about office relocation. They

are having a discussion about the advantages and disadvantages of moving some departments out of town. After listening to the conversation, there are five questions to answer. For Tasks 1 – 5, fill in the missing information in the numbered space using words (*less than three*), numbers or letters.

Task 1

Q: Where is the company located now?

A: In 1.

Task 2

Q: Why do they put forward moving the office?

A: Because there is not enough 2 for all the staff.

Task 3

Q: Why is it unacceptable to move the whole office?

A: Because of the problem of 3 for most staff.

Task 4

Q: If they move the whole office, what will the company lose?

A: 4.

Task 5

Q: At last, what do they agree on?

A: Moving 5.

2.4 Longer Conversation

(**Knowing the Place of Work**) You will hear a longer conversation about showing a new staff around the offices. After listening to the conversation, there are eight questions to answer. For Tasks 1 – 8, mark one letter (A, B or C) for the correct choice.

Task 1

Q: What's the relation between Cathy and Michael?

- A. Employer and employee.
- B. Interviewer and Interviewee.
- C. Will-be colleagues in the same department.



Task 2

Q: Who is GM?

A. Mr. Bronson.

B. Susan.

C. Mr. Brown.

Task 3

Q: The Photocopying Room is located _____.

A. opposite the Reception

B. between the Post Room and the Reception

C. between the HR Manager's secretary's office and the Reception

Task 4

Q: How many floors does the office building have?

A. 2.

B. 4.

C. 5.

Task 5

Q: Why is the Photocopying Room so noisy?

A. Busy work.

B. Out-of-date machines.

C. Big machines being used.

Task 6

Q: Which office is opposite Typing Pool?

A. Accounts Manager's office

B. Book-keeping.

C. Stationary Store.

Task 7

Q: How many coffee machines have they got?

A. 2.

B. 4.

C. 5.

Task 8

Q: Where is the restroom?

A. Next to the Photocopying Room.

B. Opposite the Photocopying Room.

C. On the top floor.

2.5 Consolidation

(**Company Image**) You will hear a passage about how to create a company image. In Blanks 1 – 8, you should fill in a word, and Blanks 9 – 10, a sentence. Listen and fill in the blanks with missing words or sentences.

A company image is an _____ (1) item, but it's as important as, if not more so than, the raw materials you fashion into a tangible product, _____ (2) you use to make products or your product inventory.

To get started on creating your company image, you should _____ (3) how your company and its products are the same as and different from your _____ (4). You might conduct a _____ (5) to learn what image your _____ (6) audience currently holds of you and your business. (It's important to view your company from the _____ (7) of your customers and prospects, not yours.) If possible, find out what your competitors and your competitors' _____ (8) think of you, too. Based on the feedback you've gathered, _____ (9).

Consider these items when establishing or changing your company image: _____ (10).

Part III Speaking Module

3.1 Warming Up



Here are some useful patterns and expressions you can use in your oral practice about describing a company. Follow the recordings and read aloud.

Task One: Who are the colleagues?

- ✓ I'd like to take this opportunity to explain to you exactly who's who in the company.
- ✓ David Hu is the Managing Director and his personal assistant is Elizabeth Daniel.
- ✓ Michael Scott looks after Production and his title is Production Manager.
- ✓ I am the Marketing Manager.
- ✓ Jane Mathew works for the Personnel Director.



- ✓ Alice Scott is responsible for the Production Department.
- ✓ Mr. Bruce is Chairman of the Board.
- ✓ Charles Lee is our Chief Executive Officer.
- ✓ Catherine is in charge of HR(Human Resources) Department.
- ✓ This is Daniel Parlor, our Public Relations Manager.

Task Two: What is the company structure?

- ✓ The company is divided into four departments: Production, Personnel, Marketing and Finance.
- ✓ It's a small firm and there are about twenty-five people in it, split among three offices.
- ✓ Under CEO, there are Sales & Marketing Manager, R&D Manager, Production Manager and Accounting & Finance Manager.
- ✓ This international company has geographic structure where regional managers oversee the whole operation of a certain area and report to head office.
- ✓ The company is organized on a matrix basis, which means the regional managers have to work with the functional department.

Task Three: What do they do?

- ✓ R&D Department works on new product development.
- ✓ The Human Resources Department is in charge of personnel training.
- ✓ The Marketing Manager takes care of product promotion and advertising.
- ✓ Managing Director is accountable to Board of Directors.
- ✓ Financial Director is responsible for all accounting, financial and taxation matters.
- ✓ Sales Manager works with a team of salespeople to achieve revenue target.

Task Four: How is its business?

- ✓ I started this company in May, 2000.
- ✓ The company started by selling Italian chocolates to Asian markets.
- ✓ The company expands fast. It now has almost 500 employees, including 200 international employees.
- ✓ JCA is the world's second largest producer of home facilities.
- ✓ It is a Chinese company that specializes in plastics.
- ✓ The company provides business software and consulting services.
- ✓ It increased operating profits from 69 million to 87 million RMB last year.
- ✓ It enjoys about 30% of the European furniture market.

3.2 Role Play

Task One

A new comer just arrives at the company. HR Manager is introducing the colleagues to him. Role-play it with one student as the new comer, and the other HR Manager. After this practice, change roles. You may need other students to be the colleagues in the company.

Prompts for conversation:

New Comer	HR Manager
◇ Good morning, ..., I am ...	◇ Good morning, ..., I am ..., HR manager.
◇ It is the first day of my work in the company.	◇ Welcome to our company.
◇ Nice to meet you.	◇ I'd like to take you around our company.
◇ I am the new comer, and will be working in ... department.	◇ This is ..., Sales Manager.
◇ I'd be glad to be with our company, and my new team.	◇ This is Production Department.
◇ I'd like to know more about our company and make more friends here.	◇ I'd like to introduce ..., who works in the Accounting Department.

Task Two

After meeting the new colleagues, the department manager tells the new comer more about the company. Play the role of department manager with the following expressions for your reference.

Prompts for conversation:

- ◇ Our company deals with/produces/specializes in/provides (textile trade, furniture, chemicals, Information Technology...)
- ◇ We started out in 1998.
- ◇ Our head office is in ..., U.S.
- ◇ We have now about... employees over the world.
- ◇ We enjoy 40% of Asian market and we are the largest ... provider in Asia.
- ◇ Our company has four departments: Production, Personnel, Marketing and Finance.



- ◇ In our department, we are in charge of... and our duties are...
- ◇ Hope you have a good stay in our department and our company.

3.3 Group Discussion

Task One

Check the statement about cultural behavior that is true in your country. Then discuss together and find out what is the corresponding behavior in the western culture.

Socializing

- ☐ People often kiss friends on the cheek when they meet.
- ☐ It's OK to ask people how much money they earn.
- ☐ It's all right to ask someone what his or her religion is.
- ☐ It's common to introduce yourself to new neighbors and give them a small gift.
- ☐ People always arrive on time when they are invited to someone's home.
- ☐ It is OK to bring a friend or family member when you're invited to a party at someone's home.
- ☐ It is OK to ask for a second helping when eating at a friend's house.
- ☐ It is OK to drop by a friend's house without calling first.
- ☐ When friends have dinner out together, each person pays his or her share of the check.

Out in public

- ☐ It is OK to blow your nose in public.
- ☐ It is all right to chew gum while talking to someone.
- ☐ It is common to bargain when you buy things in stores.
- ☐ If you want to smoke around other people, you should always ask if it's OK.

At work and school

- ☐ In an office, people usually prefer to be called by their first name.
- ☐ In high schools, it's common to call a teacher by his or her name.
- ☐ Students always stand up when a teacher enters the classroom.

Dating and marriage

- ☐ Parents often decide whom their children will marry.

- ☐ Teenagers go out on dates a lot.
- ☐ A man usually gives a woman a gift when they go out on a date.
- ☐ Young people usually live with their parents after they get married.

Task Two


Look at these topics you might talk about when socializing with an English-speaking visitor you don't know very well. Tick the topics that are suitable or not suitable for a first meeting conversation. Discuss together and add more suitable and unsuitable topics to the following list.

<input type="checkbox"/> art	<input type="checkbox"/> fashions	<input type="checkbox"/> religions
<input type="checkbox"/> salary	<input type="checkbox"/> marriage	<input type="checkbox"/> movies
<input type="checkbox"/> sports	<input type="checkbox"/> hobbies	<input type="checkbox"/> music
<input type="checkbox"/> drinks	<input type="checkbox"/> holidays	<input type="checkbox"/> relationships
<input type="checkbox"/> family members	<input type="checkbox"/> local customs	<input type="checkbox"/> foods
<input type="checkbox"/> current events	<input type="checkbox"/> TV programs	<input type="checkbox"/> weather
<input type="checkbox"/> business	<input type="checkbox"/> trips	<input type="checkbox"/> political figures
<input type="checkbox"/> racial tension	<input type="checkbox"/> sex	<input type="checkbox"/> exercises

3.4 Exam Focus

Task One

Mini-presentation : You are asked to give a one-minute short talk on a business topic. You have one minute to prepare your ideas.

<p>What is important when entertaining your clients?</p> <p>◇ Venue</p> <p>◇ Budget</p> <p>◇ ...</p>	
--	--

Task Two

Discussion Topic : You have 30 seconds to read the task, and then about 3 minutes to discuss the topic with your partner.



Newsletter

Your company would like to introduce an e-mail newsletter to be sent to all staff members regularly. You have been asked to help coordinate the project.

Discuss the situation together, and decide:

- ◆ What kinds of articles and information should be included;
- ◆ What the newsletter should look like and how often it should be sent.

Part IV Culture Module



Work with your partner, and discuss the following questions. Then read the passage about The Art of Introducing People, and check your answers to the questions.

- (1) What are the rules of introducing people?
- (2) Is it true that under any circumstances a gentleman should be introduced to a lady?
- (3) What should you pay special attention to when introducing yourself to others?



The Art of Introducing People

It is very logical. You properly introduce a less to a more important or senior person. You would introduce:

- ◇ a younger person to an older person;
- ◇ a gentleman to a lady;
- ◇ a guest to a host;
- ◇ a junior executive to a senior executive;
- ◇ an unofficial person to an official person;
- ◇ a peer in your company to a peer in another company;
- ◇ a fellow in your own country to a peer from another country;
- ◇ a fellow executive to a customer or client.

In a word, when you are introducing people, the person whom you address first is the more important or the senior one. See the sample below: