



国家汉办/孔子学院总部
Hanban/Confucius Institute Headquarters

GATEWAY TO BUSINESS CHINESE

成功商务汉语



对外经济贸易大学国际商务汉语
教学与资源开发基地(北京)

Chinese-English Version
英语版



高等教育出版社
HIGHER EDUCATION PRESS



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CHENGGONG SHANGWU HANYU



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前 言

中国经济的高速发展加快了汉语走向世界的步伐,世界各国和地区对商务汉语的需求日益凸显。《成功商务汉语》系列教材是国家汉办许琳主任委托对外经济贸易大学国际商务汉语教学与资源开发基地(北京)编写的、适合海外汉语学习者使用的商务汉语入门教材。本系列教材本着“简单、易懂、易记、有用”,按照商务汉语教学的基本规律编写,在语言与内容上循序渐进,突出商务口语特色,力图帮助外国人提高商务汉语应用能力,克服商务沟通中的汉语障碍,达到跨文化商务交际的目标。

本系列教材具有以下四大特色:

- 理念国际化:符合外国人学习语言的特点和习惯,教材设计和内容将国际化与中国元素相结合,融入商务英语先进教学模式和方法,语言学习与商务学习同步,商务文化与传统文化兼顾。

- 结构立体化:本系列教材循序渐进,相互衔接;在纸质教材的基础上,继而研发多媒体课件、网络课程等多手段立体化教学形式相互补充;汉语和多种外语对照,几乎覆盖与中国经贸往来活跃的主要国家和地区,形成完整的立体化体系。

- 场景模块化:本系列教材的商务场景精心设计和选择,本教材由12个场景模块组成,基本涵盖了所有重要商务活动情景。

- 教法多样化:综合运用多种语言教学方法,如任务教学法、认知教学法、情景教学法、交际教学法、合作教学法、游戏教学法、语块教学法、文化教学法等,大大提高汉语教学的趣味性和有效性。

《成功商务汉语》是本系列教材中的第一本,专门为外国人初学商务汉语而编写。教材的12课按商务活动流程编排。每课涉及一个常见的商务活动场景,围绕该商务主题,设计了8个部分的教学任务,每课包括词语、两段课文、重点句型以及丰富多样的练习与活动。每课的教学时间为4课时,也可根据情况自行确定计划。书后所附MP3光盘收录了教材中主要教学内容。

本教材由教学经验丰富的语言及商务教授和博士精心设计与编写,并得到了国家汉办和对外经济贸易大学的领导以及国内外许多商务专家和语言教学专家的指导、关心和帮助,他们提出了许多宝贵的建议和意见,在此一并表示衷心的感谢。感谢高等教育出版社的精心策划与编辑。

一本高质量的商务汉语教材是许多人共同努力的结晶,也需要经过反复的打磨和时间的考验。我们衷心地希望广大读者提出宝贵意见,以便我们今后不断改进和完善。

谨以此书献给学习商务汉语的海内外各国读者!

编 者

2011年4月

Preface

The rapid-developing Chinese economy is globalizing the Chinese language and culture at a faster pace. Business Chinese has become much in demand worldwide.

Who this textbook is for

Gateway to Business Chinese, as the first book of the series, is intended to be a new and interesting textbook for beginners of business Chinese, such as international company staff abroad, foreign business people in China and learners of business Chinese in Confucius Institutes around the world.

What this textbook is for

The book has applied the general language learning principles and common procedures of international business practice, in an attempt to improve the business Chinese proficiency and inter-cultural business communication competence of foreign learners.

Why the series is different

This series of books is distinctive for the following four elements:

- **International concepts:** It conforms to the language learning habits of foreigners, mixes Western and Chinese elements in design, integrates the learning concepts of business English into business Chinese, and keeps a balance between language and cultural learning, as well as business culture and traditional Chinese culture.

- **Multidimensional structure:** *Gateway to Business Chinese* forms a multi-faceted and cohesive structure providing the ensuing courseware and online courses. Moreover, apart from the Chinese pinyin (*the phonetic system of Chinese characters*), the textbook provides bilingual versions of Chinese and foreign languages respectively, covering all the important business languages of the world.

- **Business situation modules:** Each book contains 12 lessons of business situation modules to describe the entire process and each phase of business activities.

- **Diverse teaching methods:** The series of books integrates the task approach, communicative method, interactive, collaborative or cultural learning modes for business Chinese training.

With clear business traits, the textbook distributes its contents and tasks in eight sections, including **words and expressions**, two **dialogues**, **hands-on sentences** and various **exercises and activities**. Each lesson takes four class hours. The book is accompanied by an MP3 disk, containing recorded materials for oral-aural practice.

The authors are deeply indebted to the leaders of Hanban/the Confucius Institute Headquarters, and the University of International Business and Economics (UIBE) for their strong guidance and support. Special thanks should go to many scholars at home and abroad for their valuable comments, suggestions and reviews. Specially, we are very grateful to the editors of Higher Education Press for their professional, careful and highly efficient editing.

A textbook can never be of good quality without the readers' contributions. We sincerely hope that we are lucky enough to get them and improve it in the future.

Let us dedicate this book to the overseas business Chinese learners!

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	Topics 主 题	Focus of the Lesson 本课重点	Hands-on Sentences 重点句型
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	Topics 主 题	Focus of the Lesson 本课重点	Hands-on Sentences 重点句型
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12 P71	Gàobié 告别 Farewell	<input type="checkbox"/> 感谢 Expressing Thanks <input type="checkbox"/> 常用祝辞 Common Wishes	Xièxie nín de rèqíng jiēdài. 1. 谢谢您的热情接待。 <i>Thank you for your warm hospitality.</i> Zhū nín yí lù shùnfēng! 2. 祝您一路顺风! <i>I wish you a good journey!</i>
Zǒng Cíyǔ Biǎo (Dì Yī - Shí'èr Kè) 附录1 总词语表 (第1-12课) Glossary (Lesson 1-12)			
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第1课

DÌ YÍ KÈ

乘飞机

Chéng Fēijī



Listen, read aloud and remember the following words and phrases.

听录音，朗读并牢记下列词语。

Tīng lùyīn, lǎngdú bìng lǎojì xiàliè cíyǔ.

- | | |
|-----------------------|---------------------------------------|
| 1 乘 chéng take a ride | 8 下午 xiǎowǔ afternoon |
| 2 飞机 fēijī plane | 9 整 zhěng sharp |
| 3 请 qǐng please | 10 小姐 xiǎojiě Miss |
| 4 问 wèn ask | 11 登机 (口) dēngjī(kǒu) boarding (gate) |
| 5 航班 hángbān flight | 12 晚点 wǎndiǎn delay |
| 6 几点 jǐdiǎn what time | 13 准点 zhǔndiǎn on time |
| 7 起飞 qǐfēi depart | 14 谢谢 xièxie thank |



Listen and read aloud Dialogue 1 and 2.

听录音并朗读对话1和2。

Tīng lùyīn bìng lǎngdú duìhuà yī hé duìhuà èr.

1

What time will CA 998 depart, please?

A: 请问CA 998航班几^①点起飞?

Qǐngwèn CA jiǔjiǔbā hángbān jǐ diǎn qǐfēi?

4 p.m. sharp.

B: 下午4点整。

Xiàwǔ sì diǎn zhěng.

2

Excuse me, Miss, which gate for boarding CA 998, please?

A: 小姐, 请问CA 998在^②第^③几登机口登机?

Xiǎojiě, qǐngwèn CA jiǔjiǔbā zài dì jǐ dēngjīkǒu dēngjī?

Gate 8.

B: 第8登机口。

Dì bā dēngjīkǒu.

Is the flight delayed?

A: 航班晚点吗^④?

Hángbān wǎndiǎn ma?

On time.

B: 准点。

Zhǔndiǎn.

Thanks!

A: 谢谢!

Xièxie!

给教师的提示: 可以用第23页的“数字练习”学习或预习“数字表达法”。

Tips: ① 几: 几 is used here to ask about the time. In Chinese, this character is usually used to inquire about the amount under 10. For example, 你家有几口人? 房间里有几个人? etc.

② 在: Preposition 在 combines with nouns or pronouns to form prepositional phrases, which can serve not only as adverbials but also as complements after verbs. Here 在 is used to introduce location.

③ 第: In Chinese the pattern“第+number” is often used as ordinal number to indicate order. Further details will be introduced in Lesson 4.

④ 吗: A declarative sentence in Chinese can be easily turned into an interrogative one with 吗 added to its end.



Match the words in the box with the appropriate pictures.

三 根据图片选择恰当的词语。

Gēnjù túpiàn xuǎnzé qiādāng de cíyǔ.

飞机

fēijī

小姐

xiǎojiě

起飞

qǐfēi

登机口

dēngjīkǒu

下午

xiǎowǔ

晚点

wǎndiǎn



1. _____



3. _____



2. _____



4. _____

Fill in the blanks with words from the box to complete sentences.

四 从方框内选择恰当的词语填空完成句子。

Cóng fāngkuāng nèi xuǎnzé qiādāng de cíyǔ tiánkòng wǎnchéng jùzi.

请问

qǐngwèn

登机口

dēngjīkǒu

晚点

wǎndiǎn

谢谢

xièxie

起飞

qǐfēi

下午

xiǎowǔ

1. A: 小姐, _____ CA 756航班几点起飞?

Xiǎojiě, _____ CA qīwǔliù hángbān jǐ diǎn qǐfēi?

B: 下午2点整。

Xiàwǔ liǎng diǎn zhěng.

A: _____!

2. A: 请问CA 756航班在第几登机口登机?

Qǐngwèn CA qīwǔliù hángbān zài dì jǐ dēngjīkǒu dēngjī?

B: 第8_____。

Dì bā _____。

3. A: 请问CA 756航班_____吗?

Qǐngwèn CA qīwǔliù hángbān _____ ma?

B: 准点。

Zhǔndiǎn.



Are you ready for the role-play?

Practice taking the flight in groups by using patterns of Dialogue 1 and 2.

五 运用对话1和2中的句型, 分组练习如何乘飞机。

Yùnyòng duìhuà yī hé duìhuà èr zhōng de jùxíng, fēn zǔ liànxí rúhé chéng fēijī.



Listen and practice the following expressions of time in pairs.

六 听录音, 两人一组练习下列常用时间表达。

Tīng lǚtīn, liǎng rén yì zǔ liànxí xiàliè chángyòng shíjiān biǎodǎ.

3:00

3点(钟)

sān diǎn (zhōng)

(钟 in 点钟 can be omitted.)

3:05

3点05(分)

sān diǎn líng wǔ fēn

(When 分 is a number less than ten, 0 may be added before it.)

3:10

3点10分

sān diǎn shí fēn

3:13

3点13(分)

sān diǎn shí sān (fēn)

(When 分 is more than ten, 分 may be omitted.)

3:15

3点1刻/3点15(分)

sān diǎn yí kē/sān diǎn shí wǔ (fēn)

(刻 means quarter, equals to 15 minutes.)

3:30

3点半/3点30(分)

sān diǎn bàn/sān diǎn sānshí (fēn)

3:45 差1刻4点/3点45 (分)

chā yí kè sì diǎn/sān diǎn sìshíwǔ (fēn)

3:55 差5分4点/3点55 (分)

chā wǔ fēn sì diǎn/sān diǎn wǔshíwǔ (fēn)



year	month	date	morning/afternoon/evening		time
年	+	月	+	日	上午/下午/晚上
钟点	+				
nián		yuè		rì	shàngwǔ/xiàwǔ/wǎnshàng
					zhōngdiǎn

二零零九年 十一月 五日 晚 八点三十五 (分)
 èr líng líng jiǔ nián shíyī yuè wǔ rì wǎn bā diǎn sānshíwǔ (fēn)

2009年 11月 5日 晚 8:35
 èr líng líng jiǔ nián shíyī yuè wǔ rì wǎn bā diǎn sānshíwǔ (fēn)



Tell your partner what time is it now.



Listen and choose the right pictures.

听录音选择相应图片。

Tīng lùyīn xuǎnzé xiāngyīng túpiàn.

A.



C.



B.



D.



例如
Example

小姐，请问CA 370在第几登机口登机？

Xiǎojiě, qǐngwèn CA sānqīlíng zài dì jǐ dēngjīkǒu dēngjī?

D

1. 飞机起飞。

Fēijī qǐfēi.

2. 现在是下午6点整。

Xiānzài shì xiǎowǔ liù diǎn zhěng.

3. 这是第25登机口。

Zhè shì dì èrshíwǔ dēngjīkǒu.



Read aloud and remember the following hands-on sentences.

朗读并牢记下列重点句型。

Lǎngdú bìng lǎojì xiàliè zhòngdiǎn jùxíng.

What time will CA 998 depart, please?

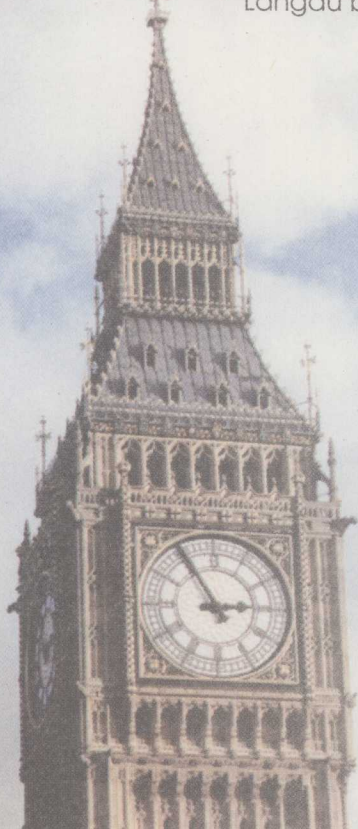
1. 请问CA 998航班几点起飞？

Qǐngwèn CA jiǔjiǔbā hángbān jǐ diǎn qǐfēi?

Which gate for boarding, please?

2. 请问在第几登机口登机？

Qǐngwèn zài dì jǐ dēngjīkǒu dēngjī?





第2课

Dì Èr Kè

打招呼

Dǎ Zhāohu



Listen, read aloud and remember the following words and phrases.

听录音，朗读并牢记下列词语。

Tīng lùyīn, lǎngdú bìng lǎojì xiàliè cíyǔ.

- | | |
|-----------------------|--|
| ① 打招呼 dǎ zhāohu greet | ⑥ 经理 jīnglǐ manager |
| ② 你好 nǐ hǎo hello | ⑦ 您 nín you (singular and polite form) |
| ③ 我 wǒ I | ⑧ 助理 zhùlǐ assistant |
| ④ 叫 jiào name | ⑨ 这 zhè this |
| ⑤ 公司 gōngsī company | ⑩ 名片 míngpiàn business card |



Listen and read aloud Dialogue 1 and 2.

听录音并朗读对话1和2。

Tīng lùyīn bìng lǎngdú duìhuà yī hé duìhuà èr.

1

Hello, I am Peter Goldman.

A: 你好，我叫Peter Goldman。

Nǐ hǎo, wǒ jiào Peter Goldman.

Hello, I am Huang Na.

B: 你好，我叫黄娜。

Nǐ hǎo, wǒ jiào Huāng Nā.

2

Hello, I am Jack, manager of Warmack Company.

A: 你好，我是^①沃麦克公司的经理杰克。

Nǐ hǎo, wǒ shì Wōmǎikē gōngsī de jīnglǐ Jiǎkè.

Hello, my name is Wang Xiaolin, manager assistant of Jinma Company.

B: 您^②好，我叫王小琳，金马公司的^③经理助理。

Nín hǎo, wǒ jiào Wāng Xiǎolín, Jīnmǎ gōngsī de jīnglǐ zhùlǐ.

This is my business card.

A: 这是我的名片。

Zhè shì wǒ de míngpiàn.

Thanks!

B: 谢谢!

Xièxiè!

Tips: ① “是”字句: It is called a 是 sentence that the predicate is made up of 是 and other words or phrases. Here it indicates judgment.

② 您: 您 is a polite form of 你 used to show respect. 您 doesn't have a plural form, so you cannot say 您们.

③ 的: The possessive case in Chinese is often indicated by the character 的 between the attribute and the headword, such as 我的朋友, 他的电脑, 我的书, etc.

