



普通高等教育“十二五”规划教材

# 商务英语



Business English

主 编◎王朝容



吉林大学出版社

# 商务英语(上)

Business English

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# 编写说明

高等职业教育是我国高等教育中一个重要的组成部分。相对本科院校,高等职业学校的教学有其特殊的理念和规律。高等职业学校英语教学一直在摸索符合其自身特点的教学模式。2000年教育部颁布了《高职高专教育英语教学基本要求》,该要求以培养学生的英语实际运用能力为目标,突出教学内容的实用性,为高等职业学校英语教学提供了有利的依据。

根据高等职业学校学生未来的工作特点和基本要求中实用性这一指导思想,我们精心编写了这套教材,力求在学生的英语学习和专业领域构架一座联系的桥梁。在为学生打好语言基础的同时逐渐地融入相关专业的知识,使学生的在校学习和未来的工作情景有机地结合起来。商务英语上册,供商务方向各专业学生第一学期或五年制商务英语专业的第二学期使用。全书共八个单元,每一单元约8课时。在本书编写过程中贯穿了以下指导思想。

## 1. 在学习基础知识的同时融入专业知识

在学习英语基础知识、培养语言技能的同时,融入与商务专业有关的知识,与未来的专业英语学习相衔接,更好地培养学生的职业技能,适应未来工作的需要。

## 2. 强调“以学生为中心”的教学形式

每部分的设计都突出了“以学生为中心”、“让学生动手”的理念。如听力部分,在听力练习后让学生重复句子、做有关练习、并复述故事梗概等;口语练习部分让学生做对话练习;阅读部分的第二篇文章也是让学生以泛读的形式完成;写作部分是让学生在范文的基础上做模仿写作。

## 3. 以旧带新,层层引入

每部分的设计都是在基础知识上逐渐深入,增加难度,引导学生由浅入深,层层递进,逐步树立学习的自信心,更好地完成后续任务。

## 4. 培养学生的自学能力

每部分都有知识的汇总、总结等,作为学生独立学习的辅助工具和参考;特别针对学生词汇方面比较差的特点,设计了“Improve Your Vocabulary”,将学生的词汇串联起来,为扩大学生的词汇量起到很好的帮助作用。

## 5. 与“高等学校英语应用能力考试 A/B 级”紧密相连

从内容设计上,本书有基础知识和词汇的学习,目的是巩固学生的英语知识,提高英语语言技能;从练习形式上,很多题型都与“高等学校英语应用能力考试 A/B 级”相同,

如听力、阅读和写作部分等。这些都是为了让学生在平日的学习中提高应试能力。

本书每个单元共有 Listening and Speaking, Reading, Grammar 和 Writing 四个部分,每部分的特点如下。

### 1. Listening and Speaking

听力:以简短对话和段落文章作为听力材料,材料中包含与本单元主题有关的重点词汇和表达法,目的是让学生在听力练习的过程中熟悉有关词汇和表达法,为之后的口语练习做准备。

口语:口语练习之前有词汇和表达法的详细列表,使学生进一步熟悉,为口语练习做铺垫。口语话题一般在3个左右,包含了与主题有关的各种场景,使学生能以两人或小组为单位做口语练习,提高口语会话能力。

### 2. Reading

Passage 1:内容涉及日常生活的方方面面,其中的重点词汇和表达法以及语法都和“高等学校英语应用能力考试 A/B 级”紧密相连。本部分是为加强学生的基础知识和培养语言技能,符合教育部颁布的《高职高专教育英语教学基本要求》。本部分作为精读材料学习。文章之后,学生要完成三个练习:有关文章内容的理解性练习、文章中重点词汇的词型转换练习和文章中重点表达法的翻译练习。

Passage 2:内容涉及商务活动中的各个主题,旨在教授学生专业知识,培养职业技能。本部分作为泛读材料学习。

文章之后,学生要完成三个练习:前两个练习的形式与“高等学校英语应用能力考试 A/B 级”最后三篇阅读文章的问题形式接近或相同,第三个练习是将文章中某个段落作为翻译练习,形式与“高等学校英语应用能力考试 A/B 级”的第 65 题翻译形式相同,目的是让学生在日常的课本学习中提高应试能力。

### 3. Grammar

本部分循序渐进地复习了“高等学校英语应用能力考试 A/B 级”的重点语法知识。不是事无巨细的完全讲解,而是以查漏补缺的形式,重点讲解学生的漏洞、易混淆之处、“高等学校英语应用能力考试 A/B 级”的考点等。后面所配的练习非常具有针对性,使学生的语法知识进一步加强和完善。

### 4. Writing

本部分是与每课商务主题有关的实用写作。在学生进行写作练习前,先将与主题有关的词汇和表达法加以总结,并给学生写作范本做参考,再让学生独立完成模仿写作练习。

由于时间仓促,不足之处在所难免,欢迎读者提出宝贵意见。

编者

# Contents

<b>Unit 1 Job Interview</b> .....	1
Part I Listening and Speaking .....	2
Part II Reading .....	9
Passage 1 Job Description .....	9
Passage 2 Work and Life .....	12
Part III Grammar—Nouns and Articles .....	17
Part IV Writing—Resumes and Application Letters .....	24
<b>Unit 2 Introduction</b> .....	29
Part I Listening and Speaking .....	30
Part II Reading .....	35
Passage 1 A Story about My American Friend .....	35
Passage 2 Introduction and Business Card .....	37
Part III Grammar—Tenses .....	42
Part IV Writing—Letter of Recommendation .....	47
<b>Unit 3 Telephoning</b> .....	52
Part I Listening and Speaking .....	53
Part II Reading .....	59
Passage 1 Online Learning .....	59
Passage 2 Tips on the Telephone Call .....	61
Part III Grammar—Adjectives and Adverbs .....	66
Part IV Writing—Letter of Thanks .....	71
<b>Unit 4 Making an Appointment</b> .....	75
Part I Listening and Speaking .....	76
Part II Reading .....	81
Passage 1 Manage Your Time .....	81
Passage 2 How to Make Appointments .....	83
Part III Grammar—Passive Voice .....	87
Part IV Writing—Schedule and Timetable .....	92
<b>Unit 5 Business Appointment</b> .....	95
Part I Listening and Speaking .....	96
Part II Reading .....	101

Passage 1	Make an Appointment with a Careers Adviser .....	101
Passage 2	How to Run a Successful Business Meeting .....	103
Part III	Grammar—Infinitive .....	108
Part IV	Writing—Knowledge about I. O. U and Receipt .....	115
<b>Unit 6</b>	<b>Business Travel</b> .....	119
Part I	Listening and Speaking .....	120
Part II	Reading .....	126
Passage 1	Making the Meeting Efficient .....	126
Passage 2	Etiquettes in Business .....	128
Part III	Grammar—Adverbial Clause .....	133
Part IV	Writing—Fax Message .....	137
<b>Unit 7</b>	<b>Business Dinner</b> .....	141
Part I	Listening and Speaking .....	142
Part II	Reading .....	147
Passage 1	Tips on Organizing Business Dinners .....	147
Passage 2	MG Grand Hotel .....	149
Part III	Grammar—Concord .....	153
Part IV	Writing—Letter of Invitation .....	158
<b>Unit 8</b>	<b>Communication</b> .....	161
Part I	Listening and Speaking .....	162
Part II	Reading .....	167
Passage 1	Communication Process .....	167
Passage 2	Communication Skills .....	170
Part III	Grammar—Adjective Clause .....	175
Part IV	Writing—Questionnaire .....	183





# Unit 1

## Job Interview

Seeking for a decent job is a dream of everyone. In order to get enough attention, first you should sell out yourself in a resume and application letter, which will help you leave a good impression on the interviewers of Human Resource Department. This unit will provide you some useful information.

找一个体面的工作是每个人的愿望。为了能在面试中得到充分的重视,你首先应在简历和申请信中推销自己,给人力资源部的面试官留下很好的印象。本单元就这方面给你一些有用的信息。



## Part I Listening and Speaking

### Warm-up Activities

- ◇ Have you ever experienced any interview? Is it for study or for a job? Share your experience with us.
- ◇ What preparations should a candidate make before an interview?
- ◇ By what ways can you usually seek for a job chance?
- ◇ What do you know about the current employment situation for college students?
- ◇ What qualities does the manager of HR Department seek in candidates?
- ◇ What is regarded as a good resume?
- ◇ What are the possible questions that the candidate will be asked?
- ◇ What questions can the candidate ask and what questions should he avoid?
- ◇ How can you dress properly for the interview?

### Task 1



Listen to 3 recorded short dialogues from parts of interviews. You should complete the dialogue by filling in the blanks. Each dialogue will be read twice. Then try to repeat them in pairs.

#### Dialogue 1

A: Nice to see you, Miss Brown. Just let me see your \_\_\_\_\_ first.

B: Nice to see you, sir. Here it is. Thank you so much for giving me this opportunity for interview.

A: To start with, would you like to give me a \_\_\_\_\_ of your current job?

B: Yes, I have been working as a saleswoman for 3 years. To be specific, I am in charge of selling \_\_\_\_\_ for my previous company in northeast.

#### Dialogue 2

A: Could you tell us what made you \_\_\_\_\_ this job and what do you know about our company?

B: I like it very much. The work time is flexible. And I was hoping to work in a foreign company which has a good \_\_\_\_\_.

A: Do you have any overseas working experience?

B: I am experienced in dealing with European clients and \_\_\_\_\_ with that market.

### Dialogue 3

A: What subjects are you studying? And have you got any diploma or degree?

B: I major in Business English in a \_\_\_\_\_ college and I will graduate next year.

I learn from your newspaper ads that you have a \_\_\_\_\_ for a part-time editor.

A: Do you mind working on weekends?

B: No. I have been making full use of my free time during my college life, which I find \_\_\_\_\_ to enrich practical abilities.

## Task 2



**1. Listen to a job interview and judge whether the following statements are true or false. Write T or F accordingly.**

1) The woman in the job interview is applying for a post of a typist.

2) The reason why Li Ping quitted her last job is that she couldn't get along well with her colleagues and she is not qualified for her job.

3) Li Ping has no confidence of her English and her ability to communicate fluently with foreigners.

4) The company produces pure water and has a branch office in San Francisco.

5) The Human Resources Department will probably call Li Ping in two weeks.



**2. Listen to the interview twice and give a brief answer to the following questions according to what you hear. Then try to simulate it in pairs.**

1) How did Li Ping know there is a vacancy in that company?

2) What are the comments on a qualified secretary according to Li Ping?

3) What does Li Ping major in?

4) How do her friends or colleagues describe Li Ping?

5) How are the employees evaluated and promoted according to Mr. Wu?

## Task 3



## 1. Listen to a passage and fill in the missing words.

With the increased number of graduates and the intense \_\_\_\_ 1) \_\_\_\_ of the job market nowadays, finding an ideal job is becoming a dream of many \_\_\_\_ 2) \_\_\_\_ . If your resume luckily attracts the \_\_\_\_ 3) \_\_\_\_ of the HR Manager, you will have the opportunity to be interviewed. In order to be successful in the interview, here are some experiences to share with you.

Before going to the interview, you should collect as much information as you can about the company and the job you are seeking. You should also get ready to answer questions about yourself, your skills and personal qualities and the reasons why you are \_\_\_\_ 4) \_\_\_\_ the job, etc. After getting all these well prepared, you will be able to give good responses when being interviewed. \_\_\_\_ 5) \_\_\_\_ for the interview and wearing business-like clothes is vital to leave a good first impression on the interviewers, too.

When taking the interview, you need to \_\_\_\_ 6) \_\_\_\_ the interviewers that you are the right person for the job. You need to let them know your strong points and your differences from other \_\_\_\_ 7) \_\_\_\_ , and you need to give them enough reasons to \_\_\_\_ 8) \_\_\_\_ you. When talking, smile at your interviewers and look them in the eyes to show your self-confidence. When leaving, don't forget to shake hands. Your appearance, your behavior, your \_\_\_\_ 9) \_\_\_\_ skills and your ability to respond to questions are decisive factors. Smart candidates should let their personality, interests and abilities shine through a job interview and \_\_\_\_ 10) \_\_\_\_ from numerous candidates eventually.



## 2. Listen to the passage again and judge whether the following statements are true or false. Write T or F accordingly.

1) Finding an ideal job is not easy with the increasing number of graduates and the intense competition of the job market nowadays.

2) People will have the opportunity to take an interview if their resumes attract the attention of the HR Manager.

3) Not being well prepared, interviewers could still make right responses.

4) It is not necessary for interviewers to be punctual and wear business-like clothes.

5) The job applicants' appearance, behavior, interpersonal skills and ability to

respond to questions are decisive factors in the interview.



**3. Summarize the passage by answering the following questions.**

1) Why is it supposed to be a dream to find an ideal job for many applicants?

2) What preparations should job applicants make before being interviewed?

3) How to leave a good first impression on the interviewers?

4) How should interviewees perform when taking the interview?

5) How should a smart candidate stand out from numerous candidates?

### New Words

resume[ri'zju:m] *v.* 再继续,重新开始 *n.* 简历,履历;摘要

electronics[i,lek'trɒnɪks] *n.* 电子学,电子器件

vacancy['veɪkənsi] *n.* 空白,空缺

major['meɪdʒə] *n.* 主修;成年人,陆军少校;巨头 *adj.* 主要的,大部份的 *vi.* 主修

vocational[vəʊ'keɪʃənəl] *adj.* 职业的

expiry[ɪks'paɪəri] *n.* 逾期

personality[,pɜ:sə'nælɪti] *n.* 个性,名人,特色

evaluate[ɪ'væljuet] *vt.* 评估,评价

bonus['bəʊnəs] *n.* 奖金,红利

headquarter[,hed'kwɔ:tə] *vt.* 总部设于 *n.* (headquarters)总部,总局

applicant['æplɪkənt] *n.* 申请人

response[ri'spɒns] *n.* 回答,响应,反应,答复

decisive[dɪ'saɪsɪv] *adj.* 决定性的

candidate['kændɪdɪt] *n.* 候选人,求职者

convince[kən'vɪns] *vt.* 使确信,使信服,说服

## **Expressions**

### ***Applying for a job :***

- ❖ Are there any vacancies in your company?
- ❖ Are there any positions vacant in your company?
- ❖ Have you got any vacancies for a typist?
- ❖ Is there any job for a secretary?
- ❖ Do you have any job for a part-timer?
- ❖ I'd like to know if you need any waiter.
- ❖ I've just graduated from a university, and I'm looking for a job.
- ❖ I learn from your newspaper ads that you're looking for an accountant.
- ❖ I'm interested in the post of a sales manager you advertised on your website.
- ❖ I'm calling for a post of cashier in today's newspaper. Is it still vacant/available?
- ❖ I'd like to know if you need any full-time computer programmer.
- ❖ Is there any opening for a babysitter?

### ***Questions in interview :***

- ❖ May I have your name?
- ❖ Do you have a resume with you?
- ❖ Let me see your references.
- ❖ What are your strengths and weaknesses?
- ❖ Do you have a good command of English?
- ❖ What sort of job would you like to take?
- ❖ What kind of job have you had?
- ❖ Have you got any working experience?
- ❖ Can you sell yourself in two minutes?
- ❖ Give me a summary of your current job.
- ❖ Can you give me a description about your current job?
- ❖ Why did you leave your last job?
- ❖ What contribution did you make to your current (previous) organization?
- ❖ What is your strongest trait(s)?
- ❖ What experience do you have for this kind of job?

- ❖ How long have you been at your present job?
- ❖ What salary expectations do you have?
- ❖ What kind of salary did you have in mind?
- ❖ Tell me about your educational background.
- ❖ What contribution did you make to your current (previous) organization?
- ❖ Why do you think you are worth to us?
- ❖ Do you work well under stress or pressure?
- ❖ How would your friends or colleagues describe you?
- ❖ When will you start to work if you are employed?
- ❖ What's your educational background?
- ❖ Did you receive any degree?

**Answers in interview:**

- ❖ Here is a copy of resume. Please have a look.
- ❖ I have fifteen years' experience in education field.
- ❖ I am looking for a job more suitable to my talents and that can satisfy my desire to be constantly challenged.
- ❖ I graduated from Harvard with honors.
- ❖ I've worked in this profession for the past few years and I'm well-known in the industry.
- ❖ With my strong academic background, I am capable and competent.
- ❖ With my teaching experience, I am confident that I can relate to students very well.
- ❖ I have finished three new projects, and I am sure I can apply my experience to this position.
- ❖ I feel I can make some positive contributions to your company in the future.
- ❖ My graduate school training combined with my internship should qualify me for this particular job. I am sure I will be successful.
- ❖ They say Susan is an honest, hardworking and responsible woman who deeply cares for her family and friends.
- ❖ They say Johnny is a friendly, sensitive, caring and determined person.
- ❖ I admire a person who is honest, flexible and easy-going.



- ❖ I'm a person of helpfulness and caring.
- ❖ They say I am a girl of cheerfulness and friendliness.
- ❖ My training and experience suit the job well.
- ❖ I'm a highly trained and practiced system analyst.
- ❖ I have experience in finance and accountancy.
- ❖ I've just graduated from college, but I served two terms of internship with the IT industry in the past two years.
- ❖ I used to do a similar job for six years.
- ❖ How long is a probation/ trial period?
- ❖ I won the university scholarship for four academic years.
- ❖ I have taken the National Examinations for Registered Accountant / Tourist Guide.

### Work in Pairs

(Using the background information above)

1. Suppose that you've just graduated from college. Your employment purpose is to find a job for a manager assistant in a foreign company. A self-introduction is always needed. Please practice it.
2. You want to further your study abroad to the UK. Before an interview, you should prepare a self-introduction. Please practice it orally.
3. Try to practice a role-play of job interview with your partner according to the conversation in Task 2.



## Part II Reading

### Passage 1

#### Job Description

Many freshly graduated employees and even senior workers often jump into new jobs without knowing the job description clearly before. The tough competition nearly makes them crazy about making the perfect résumé, attending all kinds of recruitment, or preparing for the job interview.

Unfortunately, the applicants hardly spend enough time analyzing the detailed information in the job description which contains qualification, basic requirements, specific responsibilities, duties and so on. They may mistakenly think that “demanding” a job description will leave a negative impression to their employers. However, the job description is the essential communication tool for the company to recruit new employees or post jobs for internal applicants.

Therefore, for each job hunter, it is not a wise choice to apply for the vacancy without reading the job description carefully. Here is a typical job description from a small business (see the table below). After fully understanding the details, people can be aware of the possibility of success in the job application. For example, a candidate with a Bachelor Degree can never get the job because the job description requires Master Degree only. The applicant whose major is Business English can hardly obtain the job, because the post needs people with computer science background. Hence, the job description which shows people the basic standard of the company can help people save much time and energy.

**Vacancy in ABC Company (Example)**

The objective of this job is to manage/deliver the IT Infrastructure facilities/systems for the Project, while ensuring Infrastructure compliance with Group.

- ❖ Master Degree in Computer Science, MIS, Electrical Engineering or an equivalent combination of education/training.
- ❖ High level knowledge of IT networking, telecommunication, operating systems, and hardware.
- ❖ Working experience in multi-national organizations for 3-4 years with experience in working in virtual teams.
- ❖ Good communication skills with the ability to influence and motivate teams and individuals from a variety of backgrounds.
- ❖ Drive for business improvement and managing change.
- ❖ Strong interpersonal and negotiating skills.
- ❖ Fluent spoken and written English.

In general, a good written job description tells the candidate exactly what the company wants in the potential worker. In other words, it often sets clear expectations for what the firm expects from the selected person. For example, when the post requires good abilities in social activities, communication and various outdoor activities, it may not be a good choice if you are introverted person and not good at any of those.

The responsibilities or duties described in job advertisement are the most necessary part for each applicant. For instance, people who are sick of file keeping should not apply for the job whose major obligation is to manage kinds of documents. On the other hand, from the company prospect, the Human Resources Managers are often delighted that the preferred candidate has the knowledge of the basic requirements in the position, since they do not want to waste time to hire the person who has no idea about the job.

In conclusion, the clear understanding of the job description is incredibly significant for those who are searching for jobs and even for the employees as well. The proper assessment of the job description will help people effectively select the suitable post, successfully apply for the job and happily work for the company.

**1. Fill in the missing words without referring to the text.**

In general, a good written \_\_\_\_\_ 1) \_\_\_\_\_ tells the candidate exactly what the company wants in the \_\_\_\_\_ 2) \_\_\_\_\_. In other words, it often sets clear \_\_\_\_\_ 3) \_\_\_\_\_ for