

21世纪职业秘书专业教材



本书附赠光盘

涉外商务秘书 英语

冯修文 吴连春◎主编
许钢 余汉华◎副主编

清华大学出版社



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内 容 简 介

本书立足培养外向型经济发展所需的涉外商务秘书人才,内容覆盖涉外商务秘书岗位中的主要工作范畴,从听、说、读、写、译等全方位培养和提高学生在工作岗位中所必须具备的英语应用能力。体例设置以秘书工作流程和岗位所需而定;内容设置既有秘书的职业技能,又涵盖工作中所涉及的专业知识,突出秘书工作中与经济活动相关的商务知识的重要性;充分结合秘书职业资格证书考试的相关要求,尤其是以突出涉外商务秘书岗位英语能力的《剑桥商务秘书资格证书》;同时关注秘书跨文化交际中的中国文化。

本书附赠听力光盘供读者使用。

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前言

秘书学于2012年正式列入教育部本科目录,2013年全国部分高校开设秘书学本科专业,上海建桥学院便是全国首批招收秘书学本科的院校之一。在2014年6月23~24日召开的全国职业教育工作会议上,党和国家领导人明确提出“要把加快发展现代职业教育摆在更加突出的位置,更好地支持和帮助职业教育发展,为实现‘两个一百年’奋斗目标和中华民族伟大复兴的中国梦提供坚实的人才保障”。目前开设秘书学本科专业的高校绝大多数都是教育部提出的“转型”高校,而且秘书学本科专业本身就具有很强的实践性。正是基于社会经济发展和当前教育改革的需要,清华大学出版社组织全国秘书专业一线骨干教师和知名企业秘书管理和秘书岗位从业人员编写并出版了《21世纪职业秘书专业教材》丛书,本书是其中的秘书专业英语教材。

由于中国对外开放的进一步深入,外向型经济(特别是沿海经济发达地区)越趋明显,因此,对涉外商务秘书的需求也逐年增加。涉外商务秘书是指在我国“三资”企业、外国驻华机构、我国涉外单位等处供职的秘书,是改革开放后产生的新型的外向型、复合型秘书。他们掌握一门以上外语、能操作办公自动化设备、懂经济、懂法律、掌握秘书工作理论和技能,了解中外文化背景的不同,具有国际眼光,是辅助上司实施管理的智力型专门人才。

本书共12个单元,覆盖涉外商务秘书岗位中的主要工作范畴,从听、说、读、写、译等全方位培养和提高学生在工作岗位中所必须具备的英语应用能力。本书具有以下几个显著特征。

一、体例设置

在体例上从如何成为一名出色的秘书开篇,一步步掌握工作中必需的基本职业技能,再到职业提升所必要的专业知识,从听、说、读、写、译等方面全方位培养和提高学生的英语综合应用能力。

二、内容设置

在内容设置上立足秘书岗位,既有秘书的职业技能,又涵盖工作中所涉及的专业知识,突出秘书工作中与经济活动相关的商务知识的重要性。与其他同类秘书学本科专业英语教材的不同之处在于本书凸显在商务活动中秘书必备的管理知识和管理能力。

三、职业技能

本书在材料选取和内容设置上,充分结合秘书职业资格证书考试的相关要求,尤其是以突出涉外商务秘书岗位英语能力的《剑桥商务秘书资格证书》考试。这与传统秘书英语教程只关注英语知识传授,而忽略秘书职业技能培养有很大区别。同样是要提高学生的英语应用能力,我们在内容的选择和设置上,始终围绕培养和提高学生的秘书职业能力这一主线。

四、跨文化交际

本书关注在商务活动中的文化差异,与其他教材的区别之处是我们立足中国文化而非外国文化。我们在对外商(尤其是来自西方国家的外商)的调查中了解到,他们对中国文化很感兴趣,特别是中国传统文化。因此,在涉外企业或从事涉外交往工作的秘书从业人员,如果能很好地向外商介绍中国传统文化,将更加有利于双方的关系和工作的推进。因此,在本书中设置跨文化交际内容时,重点推介中国的传统节日文化、茶文化和酒文化,并配有中国古典诗词。

参与本书筹划和编写的人员,有来自高校的一线骨干教师,有曾在公司任职的双师型教师,还有来自一线岗位的涉外商务秘书人员,都有着丰富的实际操作经验和公司企业管理经验。上海建桥学院秘书系主任冯修文编写全书的听说部分;苏州大学陶淇琪、上海电机学院外国语学院严大为编写全书的文化部分;曾先后担任多家知名外企财务总监、人事总监的刘晨阳负责全书有关财务与人事的内容;美特斯邦威总裁秘书戴凤琴和上海建桥学院秘书系赵琳红编写写作部分;上海建桥学院秘书系莫玉玲编写第8章;其余各章内容由上海电机学院外国语学院的吴连春、徐钢、余汉华编写。

秘书学本科专业英语教材的编写还在不断地探索中,我们大胆地迈出第一步,在探索中前进,这其中肯定会有很多不足,万望同人和专家提出批评和指正。

冯修文

2014年10月于苏州

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Knowing about Secretary

FOCUS

- Role of Secretary
- Qualities of Secretary
- Secretarial Ethics

1. Listening One: Work of Secretary

Direction : You will hear five 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.

1

- A. The secretary needn't typing nowadays.
- B. The secretary is to provide assistance to the manager.
- C. The secretary can take the place of the manager in some companies.

2

- A. The secretary has overloaded tasks.
- B. The secretary only does some mental work.
- C. The secretary also does some odd jobs.

3

- A. Management-employee relations are not straightforward.
- B. Management-employee relations are straightforward sometimes.
- C. Management-employee relations are crucial.

4

- A. In small business, formal meetings are necessary.
- B. In small business, formal meetings are important.
- C. In small business, formal meetings are unnecessary.

5

- A. When your boss is stressing, a cup of tea is the best.
- B. When your boss is stressing, let him be.
- C. When your boss is stressing, you should have a talk with him or her.

2. Listening Two: *Being a Competent Secretary*

Direction: Fill in the blanks with the words/phrases or sentences you've heard about *Being a Competent Secretary*.

To be a _____ (1) secretary, you will need to learn how your boss works, what his/her role and objectives are within the company, what _____ (2), telephone and personal inquiries he/she would like you to refer to him/her, or whether he/she prefers to take his/her calls at certain times of the day. Knowing these sorts of things will make your job easier too. The idea is to save your Manager time with the daily _____ (3) matters and be as helpful as you possibly can. Books are available on this exact subject—forming a working _____ (4) with your boss.

As you learn more about the way your company operates and the role of other company personnel, you will find you will be answering more and more of the routine inquiries and _____ (5) referring enquiries to the correct officer without having to bother anyone else, particularly your boss.

_____ (6) yourself with company policies so that you know how to deal with certain issues should the occasion arise in your role as Secretary. For instance, should personnel complaints be put in writing, or will your boss deal with them _____ (7)? You need to know these things so you don't waste the time of your boss by putting unnecessary calls through to him/her. You'll be able to deal with them expediently yourself because the policy will give you _____ (8) on how the company wishes you to handle them.

Also, many companies have procedural books and/or staff handbooks. Ask if there is one and read it and re-read it. _____ (9). Take the initiative. You will find it so handy when you need to train other staff you supervise.

_____ (10), see how you rate in the desired qualities a secretary should have.

3. Speaking One: *Secretarial Ethics*

Direction: Mini-presentation. You are asked to give a short talk about three minutes on a business topic with one-minute preparation.

What is important when talking about ethics of secretary?

- Confidentiality
- Honesty
- Loyalty

Expressions for reference:

- moral principles
- talk about ethics of secretary
- in our opinion
- have more chances of access to
- keep information private and confidential
- never repeat sensitive information
- incorporate the mentioned ethics in the secretary's role
- both your boss and your work colleagues will respect you

4. Speaking Two: *Qualities of Secretary*

Direction: Four or five students in a team make a group discussion about the given topic *Qualities of Secretary*, and then make presentation with the help of expressions given for reference.

Expressions for reference:

- helpful
- trustworthy
- reliable
- honest
- confidential
- organizational skills
- immaculate appearance
- good communication skills
- good telephone etiquettes
- ability to take instructions and carry them out

- ability to type speedily and accurately

5. Reading One: *Duties and Responsibilities of a Secretary*

Direction: Read the following passage and finish the exercises given.

In recent years, the secretarial responsibilities have undergone a vast change. Due to this reason, many people are opting for a career as a secretary. If you are one of them, it is important for you to know the major responsibilities that a secretary has to handle.

Earlier, the role of the secretaries was limited to taking notes from their bosses, typing, etc. However, with the advent of technology in companies and offices, these duties have extended to things that were meant for the managerial staff. Nowadays, employers prefer candidates who at least have a college degree. One can also enroll for specialization courses that train people to carry out their duties effectively. Though the role of a secretary differs according to the company, the basic secretarial profile is generally the same in every organization.

As a secretary he or she may have a lot of duties to fulfill. Generally speaking, a secretary has to do the following major jobs. First, a secretary is expected to relieve the executive of various administrative details. Second, a secretary is required to coordinate and maintain effective office procedures and efficient work flow. Third, a secretary must be able to implement policies and procedures set by the employer. Fourth, a secretary should be able to establish and maintain harmonious working relationships with superiors, co-workers, subordinates, customers or clients, and suppliers.

Apart from what has been mentioned above, a secretary should also be able to do a variety of other jobs. To begin with, a secretary should make appointments for the executive and maintain his or her calendar. He or she is expected to receive and assist visitors and telephone callers in every way possible and then refer them to the executive or other appropriate persons as circumstances warrant. A secretary is expected to arrange business itineraries and coordinate the executive's travel requirements.

A secretary is also expected to take action authorized during the executive's absence and use initiative and judgment to see that matters requiring attention are referred to a delegated authority or handled in a manner so as to minimize the effect of the employer's absence.

A secretary should be able to take shorthand or longhand notes and transcribe from it or transcribe from machine direction. He or she should also be able to type material from longhand or rough copy. What's more, a secretary is expected to sort, read, and annotate incoming mail and documents and then attach appropriate files to facilitate necessary action. He or she should be able to compose correspondence and reports for the executive's signature as well as prepare communication outlines by the executive in oral or written directions.

A secretary is expected to research and abstract information and supporting data in preparation for meetings, work projects and reports. He or she must be able to correlate and edit materials submitted by others in draft format. Also, a secretary should have the ability to

manage the office work well. He or she should be good at maintaining filing and record management systems and other office procedures.

Another duty of a secretary is to make arrangements of the executive and coordinate conferences and meetings. A secretary may serve as the recorder of minutes with responsibility of transcription and distribution to participants. He or she may supervise or hire other employees, select or make recommendations for purchase of supplies and equipment as well as maintain budget and expense account records, financial records, and confidential files.

A secretary should have a good command of office skills and be proficient in office software such as Microsoft Outlook, Microsoft Word, Excel, etc. Ever-evolving software applications require that secretaries be efficient, skillful and open to change. Effective business writing skills are essential for secretaries who use e-mail throughout their workday.

In summary, the secretarial position can be described as “the boss’ confidant, office manager, supply and equipment purchasing manager, and master of office mysteries.” He or she may have to retain a great deal of information without speaking of it to anyone. Because a secretary is often made aware of highly sensitive company information, he or she must be trustworthy and able to keep a “secret.”

Notes

1. candidate *n.* someone who is considered for something (for an office, prize, honor etc.)

The Democratic candidate is still leading in the polls.

那名民主党候选人仍在民意测验中领先。

2. relieve *v.* provide physical relief, as from pain; free someone temporarily from his or her obligations

You had better open your mouth to relieve the pressure on your eardrums.

你最好张开嘴以减轻耳朵鼓膜所受的压力。

(Word Family)

(1) believe *v.* accept as true; take to be true

(2) grieve *v.* feel grief; cause to feel sorrow

(3) achieve *v.* to gain with effort

We all believe in good, free education for our children.

我们都相信良好的、自由的教育对孩子有益。

The boy's wrong actions grieved his parents.

男孩的错误行为使他的父母感到伤心。

She hoped to achieve her ambition to become a singer.

她希望实现当歌唱家的抱负。

3. coordinate *v.* bring into common action, movement, or condition

You must coordinate the movements of your arms and legs when swimming.

游泳时你必须使臂和腿的动作相协调。

subordinate *n.* an assistant subject to the authority or control of another

The department manager devolved the work on a subordinate.

部门经理把工作移交给下属。

4. minimize *v.* make small or insignificant

We had about ten hours' warning, so we were able to minimize the effects of the flood.

由于在十小时前发出了警报,我们能够把水灾的破坏减至最低程度。

(**Word Comparison**)

(1) minimum *n.* the smallest possible quantity

(2) minimal *adj.* the least possible

(3) maximize *v.* make as big or large as possible

(4) maximum *n.* the largest possible quantity

This is the minimum quantity we require.

这是我们所需要的最小数量。

Like we saw with the client, the impact to the server should be minimal.

正如在分析客户机时所看到的,对服务器的影响应该最小。

From a design perspective, our job is to maximize the value of every visitor, whether they love the content or hate it.

从设计角度来说,我们的任务是最大化每个访问者的价值,不管他们对内容是爱还是恨。

The maximum number of marks for the subject is 100.

该科最高分数为百分。

5. office procedures 办公室流程

office skills 办公技能

office software 办公软件

office staff 职员,办公室工作人员

office automation 办公自动化

office control 办公室管理

6. recommendation *n.* something that recommends (or expresses commendation) of a person or thing as worthy or desirable

We make this recommendation for two reasons.

我们提出此建议有两个原因。

7. confidant *n.* someone to whom private matters are confided

She had chosen me for her confidant and I learned all about her quarrels with her lover.

她把我当作知己,于是我便把她和情人之间的争吵了解得一清二楚。

8. trustworthy *adj.* worthy of trust or belief

Facts have shown us that he is trustworthy.

事实已经向我们证明他是可信赖的。

Exercises

Task One Choose the best answer to fill in the blank.

1. Nowadays, employers prefer candidates who at least have a _____.

- A. MBA degree B. college degree C. master degree D. doctor degree
2. First, a secretary is expected to _____ the executive of various administrative details.
A. achieve B. believe C. relieve D. grieve
3. _____ what has been mentioned above, a secretary should also be able to do a variety of other jobs.
A. Far from B. Different from C. Depart from D. Apart from
4. A secretary is expected to arrange business itineraries and _____ the executive's travel requirements.
A. coordinate B. subordinate C. ordinate D. dominate
5. He or she should be good at _____ filing and record management systems and other office procedures.
A. maintain B. maintained C. maintaining D. maintenance
6. A secretary should have a good _____ of office skills and be proficient in office software.
A. sense B. command C. time D. eye
7. _____ business writing skills are essential for secretaries who use e-mail throughout their workday.
A. Defective B. Protective C. Detective D. Effective
8. Because a secretary is often made aware of highly sensitive company information, he or she must be _____ and able to keep a "secret."
A. friendly B. helpful C. talkative D. trustworthy

Task Two Decide whether the following statements are true or false according to the text.

1. () The basic secretarial profile is different in every organization because the role of a secretary differs according to the company.
2. () A secretary is required to coordinate and maintain effective office procedures and efficient work flow.
3. () A secretary is expected to arrange business itineraries and coordinate the executive's travel requirements.
4. () A secretary should be able to compose correspondence and reports for other office staff's signature.
5. () In summary, the secretarial position can be described as "the boss' lover, office manager, supply and equipment purchasing manager, and master of office mysteries."

Task Three Translate the following sentences from the text into Chinese.

1. Though the role of a secretary differs according to the company, the basic secretarial profile is generally the same in every organization.
- _____
- _____
2. Fourth, a secretary should be able to establish and maintain harmonious working relationships with superiors, co-workers, subordinates, customers or clients, and suppliers.

3. What's more, a secretary is expected to sort, read, and annotate incoming mail and documents and then attach appropriate files to facilitate necessary action.
4. Another duty of a secretary is to make arrangements of the executive and coordinate conferences and meetings.
5. Effective business writing skills are essential for secretaries who use e-mail throughout their workday.

6. Reading Two: Secretarial Skills and Tips

Direction: Read the following passage and choose the best answer to fill in the blanks.

Secretaries work in nearly every industry, providing administrative support for the organization and often serving as the connection between employees and clients. To succeed in this role, a secretary must be skilled at maximizing customer service and organizational _____ (1). A good secretary is one who can manage multiple tasks at once and tackle unforeseen problems with ease. A valuable asset to any organization, the secretary helps keep the office running smoothly.

- | | |
|----------------|---------------|
| A. proficiency | B. efficiency |
| C. emergency | D. fluency |

Customer Service Skills and Tips

Secretaries often serve as the face of the office, greeting employees and clients when they arrive and directing them to their destination when needed. They also answer the phones, field basic questions and route calls to employees. Therefore, strong customer service skills are a must for secretaries, as they must be _____ (2) and knowledgeable as they interact with employees and clients.

- | | |
|-------------|------------|
| A. lonely | B. lovely |
| C. friendly | D. frankly |

Secretaries can build their customer service skills by getting to know employees and clients. Comfortable, friendly work relationships facilitate _____ (3).

- | | |
|------------------|----------------|
| A. protection | B. recognition |
| C. communication | D. destination |