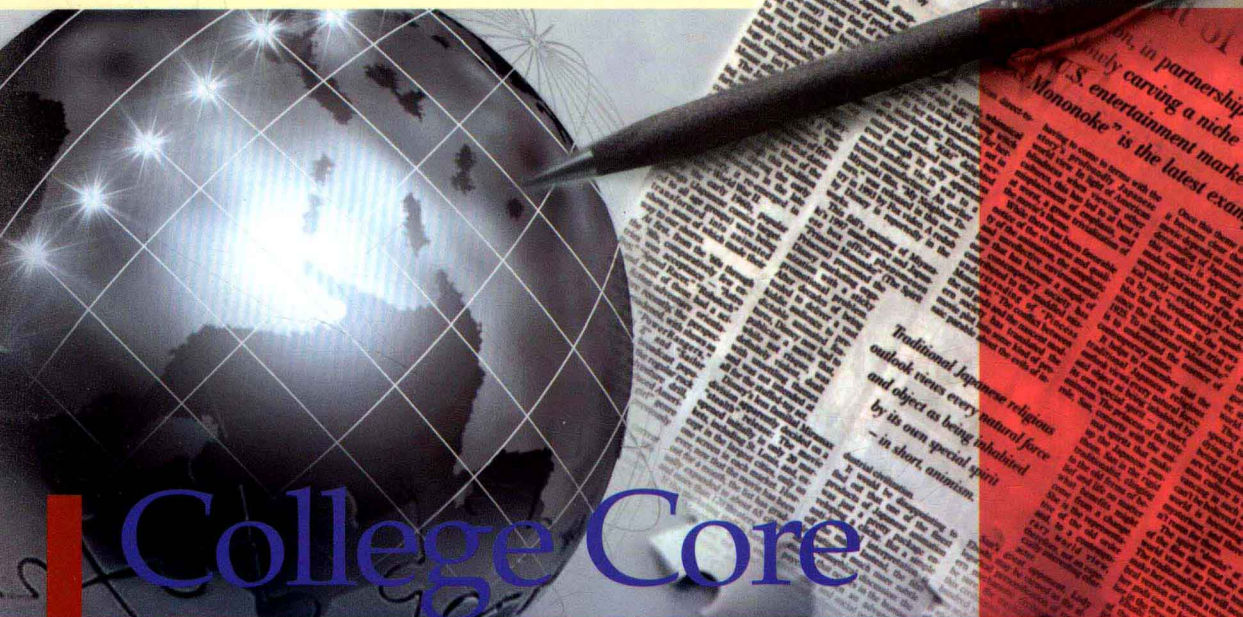




大学核心商务英语系列教材



College Core

Business English Theater:
Viewing, Listening and Speaking 4

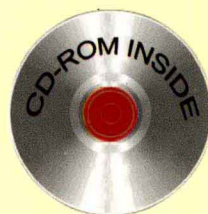
大学核心商务英语剧场 ——视听说教程4

总主编 王正元

主 编 姜 炼 王金阳



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Business English Theater



Business English Theater
Viewing, Listening, and Speaking 1

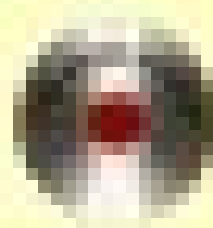
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——视听说教程4

主 编 王 颖
编 者 李 颖 王 颖 王 颖



北京工商大学
出版





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前言

经过国内外十几所大学 60 余位中、外英语教师的共同努力，我们完成了这套《大学核心商务英语》系列教材的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. **编写依据：**近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. **编写理念：**我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. **教材构成：**本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. **教材内容：**读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting along with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境,安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习: 本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习, 演练设计, 为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队: 本套《大学核心商务英语》系列教材由燕山大学王正元教授领衔总主编, 有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作, 凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音, 使得本套教材版权无虞, 自主原创。

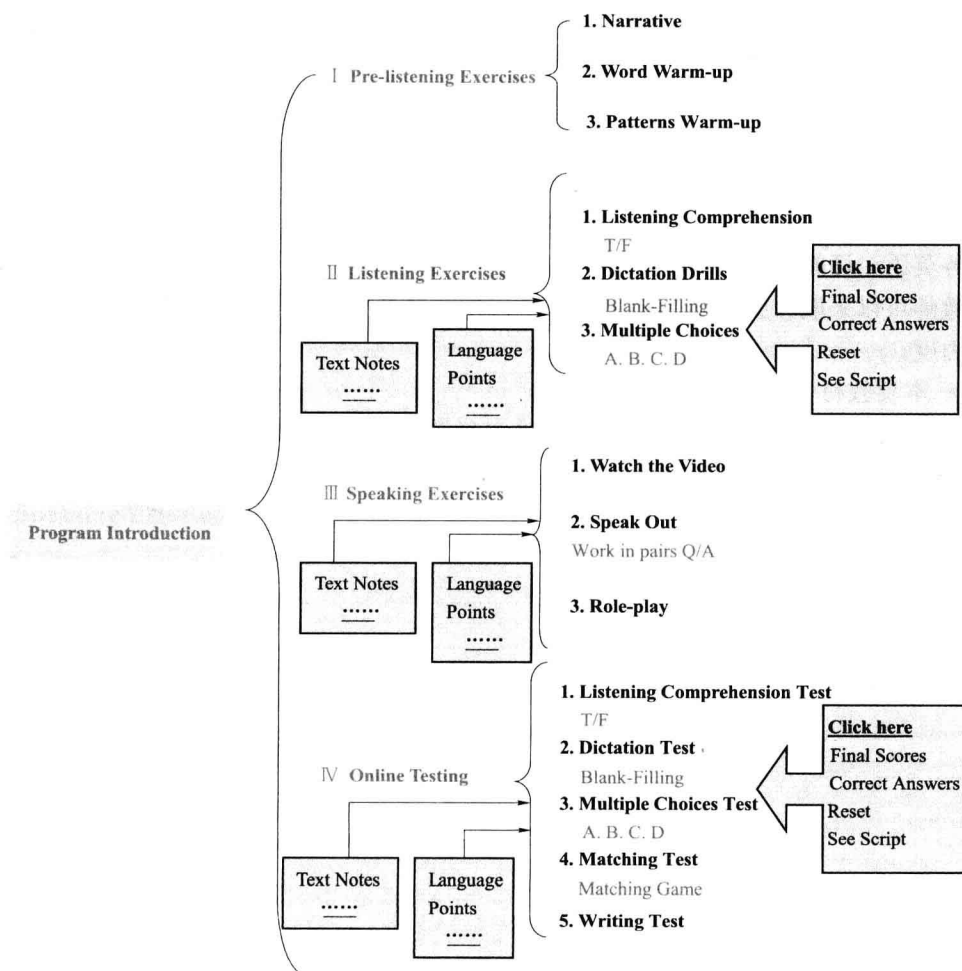
这套《大学核心商务英语》系列教材具有鲜明的专业个性突出, 内容时代性强, 具有在线自主学习功能, 自主原创的特点, 是当前大学商务英语教材建设的新成果, 凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足, 欢迎提出批评和建议。我们愿意和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语建设。

总主编: 王正元
2011 年 9 月

编写说明

为了培养学生商务英语交际能力，建构从业的核心竞争力，适应我国经济发展和国际商务人才需求，我们编写了这套《大学核心商务英语剧场——视听说教程》。这套教程共四册，每册 10 个单元。

1. 教材结构 每单元由以下部分构成：



2. 选材原则 本套教材内容选择本着适应“就业、工作、生存、发展”的原则,选择学生关心的话题,教材文本内容具有鲜明的实用性、时代性、兴趣性。本套教材语言鲜活,语境生动,音频视频标准,包括 college life, looking for a job, working with others, meeting customers, office work, franchising, pricing & terms of payment, business interview, tech-transfer, business trip 等 120 余个话题,可以有效地培养学生从业、生活的交际能力。学生可以身临其境,体验学习的轻松与快乐。

3. 自主学习 本套教材提供的 MP3、光盘、在线平台构成了教材立体化,听说练习可以机上自主学习、自我评估,具有练习自动正误判断、答案检索、重新演练、文本查读、机上自主学习评估功能,打破了纸质教材传统练习模式,为学生在线学习提供了平台,可以满足学生个性化学习需求。

4. 练习趣味 本套教材每一单元都编排了 dragging and matching 机上填空练习游戏题,采用鼠标拖动字块填充句子空缺。正确则准入,错误则拒绝。这种在线演练题及 online testing 可以使学生感受快乐学习。

5. 工作团队 本套教材是中外英语教育工作者合作的成果,中、美、英十几所高校的三十几名英语教师,外籍英语教师参加了本套教材的编写工作,来自美国和英国的 Greg Hall, Jeff Engell, Mogan Matens, Jim Watts, Malcolm Warrick 等六名外籍人士参加了视频演出和音频录音,燕山大学姜炼老师为本套教程编制了计算机程序。Siwei Image Studio 承担本套教材的录制,王娜老师是本套教材的协调联络。

6. 教学建议 本套“大学核心商务英语系列教材”包括《大学核心商务英语读写教程》(1-4)及配套辅导用书、《大学核心商务英语剧场——视听说教程》(1-4)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》。本套教材配有在线自主学习平台,教师可以采取课堂教学与机上自主学习相结合多样的教学方法,加强商务话题听说演练力度。

- 本套教材可供大学四个学期使用;
- 本套教材可作为大学商务英语专业及经管、财经、金融等商科及专业英语课教材及选修课教材。

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CEO Interview

Unit
1

Program Introduction

Hello! Welcome to our College Core Business English Theater. I'm your host. In this theater, Jack interviews several top CEOs. Let's get started with Unit1 CEO Interviews.

I. Pre-listening Exercises

1. Narrative

There are many successful CEOs in the business world for us to look up to, and Warren Buffet is a household name among them. However, success never comes easily without price to any CEO. They have to have some requisite personal qualities, be ready to shoulder responsibilities and dedicate themselves to their career. What Mr. Buffet described about his own experience to success may be helpful for many young managers.

2. Words Warm-up

roundtable	<i>adj./n.</i> a table at which all the people present meet in an equal way and have equal importance 圆桌（会议）
legendary	<i>adj.</i> famous 著名的
executive	<i>adj./n.</i> (a person) concerned with making or carrying out decisions, especially in business 主管（的），执行的
dedicated	<i>adj.</i> very interested or working very hard for an idea, purpose; committed 富于奉献精神的，一心一意的
professional	<i>n.</i> someone who has a lot of experience and does something very skillfully 专家，内行，专业人士

philanthropic	<i>adj.</i> showing kindness and love for all people, esp. as shown in an active way by giving help or money to people who are poor or in trouble 慈善的
donor	<i>n.</i> a person who gives or donates 捐献者
non-profits	<i>adj.</i> not run in order to make a profit 非营利
legacy	<i>n.</i> money or property passed or left behind 遗产, 遗赠
role model	a person whose behavior in a particular role is copied or is likely to be copied by others 职责模范, 楷模

3. Sentence Patterns Warm-up for Listening

Read aloud after your teacher or recite them before class.

- 1. His name is synonymous with investing.
- 2. His success has made him a role model for many teenagers to look up to.
- 3. His family taught him how to avoid letting success go to his head.
- 4. They decide to call it quits.
- 5. His father didn't leave a legacy for him.

II. Listening Exercises

1. Listening Comprehension

Let's listen to the passage, and do the following quiz, mark T (True) or F (False) to each statement.

- _____ 1. Alice interviewed Warren Buffet in her office.
- _____ 2. Mr. Buffet was very busy and the interview was going to be brief.
- _____ 3. Mr. Buffet was not only a famous investor but also owns his own companies.
- _____ 4. Mr. Buffet was a major donor to Berkshire Hathaway.
- _____ 5. Bill and Melinda Gates Foundation is a company owned by Warren Buffet.

2. Dictation Drills

Listen to the passage again, and fill in the gaps in the following sentences according to what you hear.

- 1. Good evening and welcome to _____. I'm your _____ Alice. Today I had an opportunity to interview _____ and CEO, Warren Buffet.
- 2. Berkshire Hathaway is a company which Mr. Buffet himself founded in _____.
- 3. Today, due to the _____ he has made, and the _____ that Berkshire has had, Mr. Buffet is one of the _____ people in the world.
- 4. Mr. Buffet's success has made him a _____ for many managers to _____.
- 5. The interview started with Mr. Buffet describing his _____.
- 6. In the early years of his company, he was responsible for managing everything

- from _____ decisions to _____ the soda machine when it ran out of _____.
7. Today he has built a _____ to work with him and help manage the _____ of running business.
 8. I asked Mr. Buffet about his _____ for retirement as he is already of the age that most CEOs decide to _____.
 9. Mr. Buffet is a major _____ to the Bill and Melinda Gates Foundation, which supports _____ around the world.
 10. He feels that with _____ comes great opportunities, and one of those opportunities is to help those that are _____ than oneself.

3. Multiple Choices

Listen to the passage again. Fill in each blank with the best answer A, B, C, or D.

1. Mr. Buffet started his business _____.
A. around 1916 B. around 1960 C. when he was 16 D. when he was 60
2. _____ made Buffet one of the wealthiest people in the world.
A. Wise investment decisions B. His rise to the top in the company
C. Changing his role through the years D. Legacy left to him by his parents
3. What Buffet learned from his family doesn't include _____.
A. how to be honest B. what it meant to earn a living
C. the value of a dollar D. how to avoid success
4. _____ is one of his primary duties as a CEO today?
A. Refilling the soda machines B. Making investment decisions
C. Concentrating on marketing D. Employing a team of professions
5. Which of the following statements about Mr. Buffet is true? _____.
A. Mr. Buffet is not old enough to retire
B. Mr. Buffet decided to call it quits
C. Mr. Buffet wanted to leave a legacy for his children
D. Mr. Buffet helped philanthropic work

Text Notes

Business Roundtable: The Business Roundtable is a politically conservative group of chief executive officers of major U.S. corporations formed to promote pro-business public policy.

role model: Generally, the term **role model** means any person who serves as an example, whose behaviour is imitated by others. The term first appeared in Robert K. Merton's socialization research of medical students. Merton hypothesized that individuals compare themselves with reference groups of people who occupy the social role to which

the individual aspires.

philanthropic work: This term refers to the effort and activity to increase the well-being of humankind, as by charitable aid or donations. Philanthropic people are trying to show their kindness and love to others, usually by the way of giving money or help to those poor or disadvantaged people who are in need of help.

non-profits: This term refers to those organizations that is run not for the purpose of making profits, but for charity work, etc. Nonprofit organizations are a crucial part of our society, providing help to the needy, education for a lifetime, funds for good causes. They are in most countries exempt from income and property taxation



Language Points

synonymous: *adj.* having the same or nearly the same meaning

—Nixon's name became synonymous with political scandal.

look up to: admire or respect

—We all look up to him for his selflessness.

dedicated: *adj.* working very hard at what one does because they care a lot about it

—We need more dedicated teachers in the local school.

professional: *adj./n.* showing that someone has been well trained and is good at their work

—This business plan seems very professional.

—Young as she is, she can sing like a real professional.

III. Speaking Exercises

1. Watch the Video Snapshot

Jack was interviewing Steve, who was a successful CEO. He asked Steve several questions. Watch the video snapshot and take notes about his questions. Then, repeat these questions before the class. You can finish this task with the help of the following key words that appear in Jack's questions according to their order of appearance.

1. skills _____

2. difficult decision _____
3. competitors _____
4. employee _____
5. experience _____
6. the most important thing _____

2. Speak Out

Work in pairs: questions and answers.

Q1: What company does Steve work for?

A1: _____.

Q2: What kind of person does Steve think himself is?

A2: _____.

Q3: How did Steve feel when one of his best friend and best employee left his company?

A3: _____.

Q4: What kind of people does Steve hire in his company?

A4: _____.

Q5: What is a goal that Steve is always working towards?

A5: _____.

3. Role-play

Watch the video snapshot again and make a role-play. The following phrases and patterns are helpful in your talk.

- Thanks for joining us...
- What do you think....
- You mentioned..., can you describe....
- I would be lying if I said...
- Well, it depends mainly on...
- Do you prefer to...
- I would love... but...
- Thanks for your time...

Text Notes

say otherwise: say something different

get the best of: (*informal*) to win or succeed at/in

counteroffer: It is an offer made in response to a previous offer by the other party during negotiations for a final contract. Making a counter offer automatically rejects the prior offer, and requires an acceptance under the terms of the counter offer or there is no contract.

business is business: (*spoken*) used to say that profit is the most important thing to consider
common goal: a goal that is shared and worked for by all the members

Language Points

review: *v.* examine, consider judge carefully in order to see if changes are necessary

—We will review your situation and decide how we can help you

match: *v.* to give a sum of money that is equal to a sum given by someone else

—The government promised to match any private donations to the disaster fund.

veteran: *n.* someone who has a lot of experience of a particular activity

—We need a veteran journalist to report this event.

deal: *n.* an agreement or arrangement, especially in business or politics, that help both sides involved

—They negotiated and made a deal to sell this land to a property developer.

IV. Online Testing

1. Listening Comprehension Test

Listen to the passage. Do the following quiz and mark the statements T (True) or F (False).

- _____ 1. Steve was not very interested in school life when he was young.
- _____ 2. Steve started his first real business by selling news paper.
- _____ 3. Steve did very well in junior and senior school.
- _____ 4. Steve majored in business administration in his university.
- _____ 5. Steve got his MBA degree in Colorado state university.

Text Notes

delivering newspaper: In towns, cities, and even rural areas, newspapers must be sent by someone to spread the news of the day. Newspapers are often delivered to the doorstep of a subscriber's house. Sometimes, some children would like to take delivering newspaper for others as a way of making pocket money.

produce: food or other things that have been grown or produced on a farm to be sold

annual revenue: yearly income, money that a business or organization receives in a year from selling goods or service

aspire to: desire, work towards achieving something important

post: officially record and announce information about a company's financial situation