



大学核心商务英语系列教材



College Core

Business English Theater:
Viewing, Listening and Speaking 1

大学核心商务英语剧场 ——视听说教程1

总主编 王正元

主 编 马瑞香 刘美娜



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主 编 马瑞香 刘美娜
副 主 编 高雅丽 王 娜 陈 蕊
多媒体技术 姜 炼
主 审 曹丽华

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王正元 总主编

马瑞香 刘美娜 主 编

责任编辑: 刘 丹

对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

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前言

经过国内外十几所大学六十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

*《大学核心商务英语剧场——视听说教程1》系辽宁省社会科学联合会辽宁经济社会发展课题2011年度立项课题“适应辽宁经济建设需求的大学英语个性化教材开发研究”（2011 slktjyx-46）的科研成果。

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。

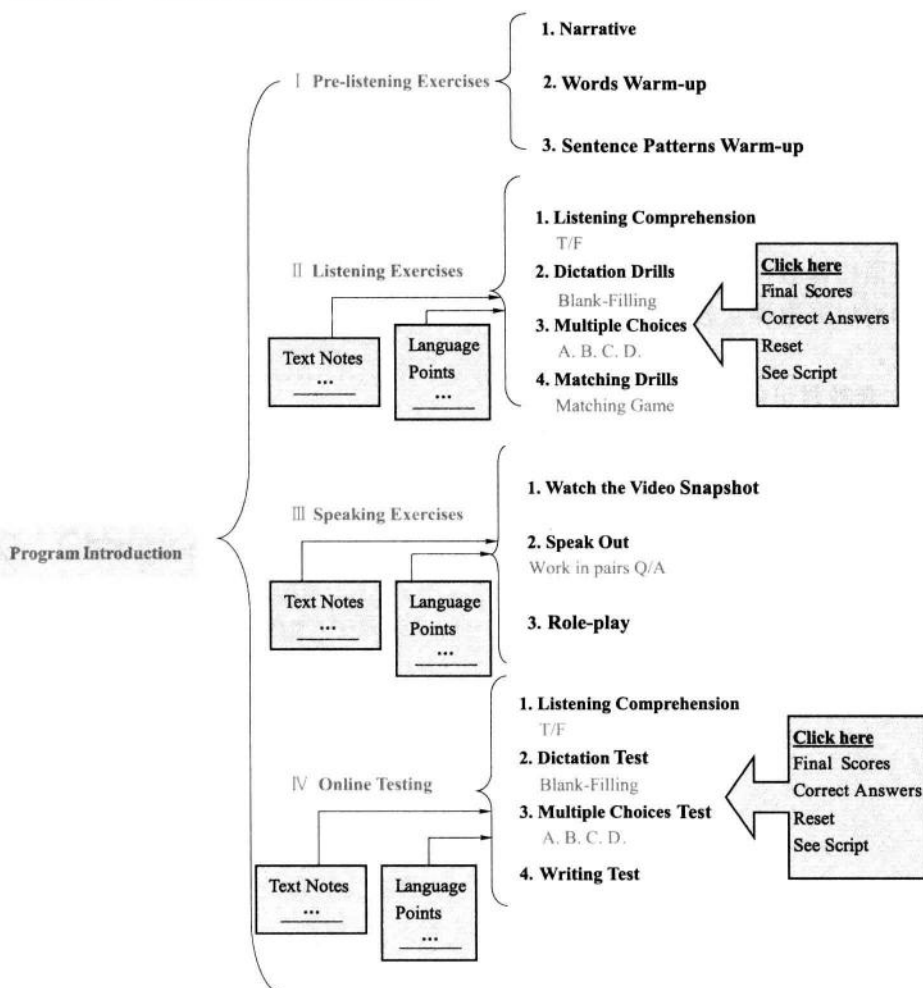
总主编: 王正元

2011 年 1 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 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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College Life

Unit
1

I. Pre-listening Exercises

III. Speaking Exercises

II. Listening Exercises

IV. Online Testing

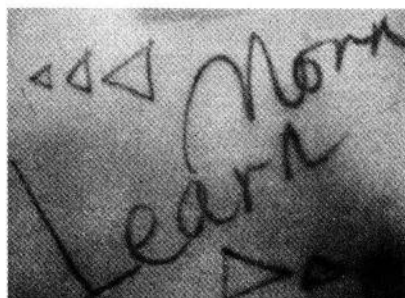


Program Introduction:

Hello! Welcome to our College Core Business English Theater. I'm host, Jeff Engell. In this theater, Bob is a freshman at Liren College. He wants to major in international trade. He stays at the Hall of Residence. Alice, a pretty girl, is Bob's neighbor. She wants to major in hotel management. She is lucky; she received a full scholarship, but Bob has not. Today, they happen to meet in the corridor. They are sharing ideas of major choices, part-time jobs, and tuition. Bob is a talkative guy. He is eager to find a part-time job to make money. Ok! Let's get started with today's program: Unit 1 College Life.



Tips:



For more information, you might be able to get more online.

<http://www.ysu.edu.cn/>

<http://www.harvard.edu/>

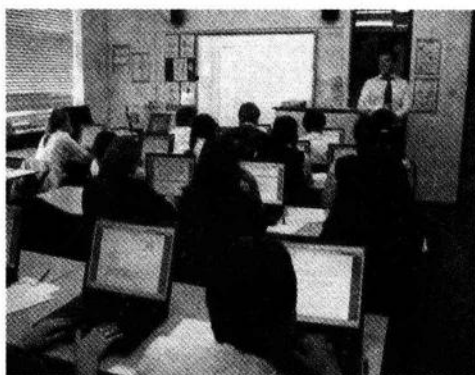
<http://www.tsinghua.edu.cn/>

<http://www.cam.ac.uk/>

<http://www.yale.edu/>

I. Pre-listening Exercises

1. Narrative



Whether you are trying to get a degree online or going to a college or a university, you should know some basic information about the college or university you want to go to, such as its location, cost, scholarship, part-time job opportunity, and employment ability after school. For some college, financial assistance packages, classes taught by full-time doctorally qualified faculty, safety, social life, class size, etc. are the key to attract excellent students. All these things must be kept in mind. Bob is considering how to work his way through school.

2. Word Warm-up for Listening

drop by	v.	visit 拜访, 坐坐
relax /ri'læks/	v.	be made of less tense, rigid 放松
major /'meidʒə/	n.	a field of study in which a student specializes 专业
career /kə'riə/	n.	a person's general course of action through some or all of life 生涯

tuition /tju:'ɪʃən/ *n.* fee for instruction 学费

scholarship /'skɒləʃɪp/ *n.* a gift money to help a student with his/her studies 奖学金

3. Sentence Patterns Warm-up for Listening

- 1) I thought I'd *drop by*.
- 2) I've *been really busy* these days.
- 3) I *haven't* decided *yet*.
- 4) *Finding* a job in hotel industry *shouldn't be difficult*.
- 5) I *have received a full academic scholarship* that pays for all my tuition and books.
- 6) How do you *work your way through school*?
- 7) *Just so-so*, \$20 per hour. The pay is not bad.

Read aloud after your teacher or recite them before your class.

II. Listening Exercises

1. Listening Comprehension

Bob is visiting his classmate Alice. They are talking about majors, job, and tuition. Let's listen to their conversation, and do the following quiz, mark T (True) or F (False) to each statement.

- _____ 1) Bob wants to be a businessman.
- _____ 2) Alice has no scholarship; she must take a part-time job.
- _____ 3) Bob have received scholarship, so he needn't look for a part-time job.
- _____ 4) Alice likes working in a hotel, so she has majored in hotel management.
- _____ 5) Alice assumes that getting a job in a hotel is very tough even though she has right skills.

Listen to the conversation again, and check your answers with the help of the Answers.

2. Dictation Drills

Listen to the conversation again, and check your answers with the help of the Answers.

Bob: Hi, Alice! I'm your neighbor. I thought I'd 1) _____. May I come in?

Alice: Oh, Bob! Come in. Sit down. Would you like 2) _____? Coffee, apple juice or coco?

Bob: Coffee would be fine. So, how have you been? Is everything 3) _____ well with you?

Alice: Yes, I am great. And you?

Bob: I'm just 4) _____, I've been really busy these days, and I feel a little bit tired. I

need to 5) _____.

Alice: Oh? I see...By the way, what's your 6) _____?

Bob: International trade.

Alice: Do you have a 7) _____ plan?

Bob: Uh...Not yet. I haven't decided yet, but I think I'd like to be a businessman, and 8) _____ around the world. How about you?

Alice: I like to work in a hotel, three stars, like the Holiday Inn. So, I've chosen hotel management. I 9) _____ that, with the right skills, finding a job in the hotel industry shouldn't be difficult.

Bob: So, what do you do to support yourself 10) _____ school?

Alice: Well, I'm lucky. I have received a full academic 11) _____ that pays for all my tuition and books.

Bob: Wow! That's great.

Alice: Well, how do you work your way through school?

Bob: I...I have to work two times a week at a market. I have no scholarship.

Alice: Oh, what do you do there?

Bob: Packing goods and 12) _____.

Alice: Oh, how do you like that job?

Bob: Just so-so, at \$20 per hour. The pay is not bad.

3. Multiple Choices

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

1) Bob didn't receive any money from his parents, so he had to work himself _____ school.

- A. on B. by C. through D. in

2) After graduation, Alice wants to work in a hotel, so she has chosen _____. She will _____ a job in hotel industry.

- A. hotel management; pay B. hotel management; land
C. hotel; manage D. hotel statement; land

3) Life has been _____ these days. Bob needs _____.

- A. relax; to work B. busy; to relax
C. busy; to lecture D. busy; to reactions

4) Alice has received _____ to pay for school expenses, so things should be easier for her to support herself through school.

- A. loan B. full scholarship C. friendship D. ship

5) Does Bob have his _____?

- A. career plan B. cartering plan C. care plan D. cartoon plan

4. Matching Drills

Match the words on the right with the sentences on the left by scoring lines.

1) Bob had to <input type="text"/> because he didn't receive a scholarship.	through their school
2) Alice's major is <input type="text"/> .	career plan
3) Bob's parents don't pay for Bob's <input type="text"/> at school.	tuition
4) In western universities, most students must work their way <input type="text"/> .	hotel management
5) It's very popular for all students to make their <input type="text"/> .	find a job

Text Notes

- scholarship:** All universities and colleges have a number of part-scholarship available which can contribute towards living expenses or tuition fees for the first year of a student's stay of the university.
- payment of fees:** Once you have been accepted at an American university, you must pay a deposit (usually \$500) to confirm your place and intention. (Your tuition deposit is refundable if your request for a visa is denied.) The students don't have to pay all the fees in advance. Payment plans, which spread the cost of a university program over a longer period, are available if requested in advance. For an additional \$500 service charge, you can choose to enroll in an approved installment payment plan which allows you to pay a percentage of your total program fees over a period of time depending upon the length of program. Any failure to meet the regulations will result in their enrolment being cancelled.
- accommodation services:** Whenever you want to live in a hall of residence or are looking for a place off-campus, Student Accommodation Service can help. They allocate rooms in halls on or very close to the campus, and also manage many private properties and nearby schools. If you have any questions about living on- or off-campus, you can call them and they'll do their best to help you.
- careers service:** The careers service of schools can help you at any time during your college life, giving advice and guidance on career choice as well as practical help with your applications for employment or further study. The service aims to help students make appropriate career decisions and provide information on employment, study and training opportunities.

5. hall of residence: There are single study bedrooms on campus located either in catered or self-catering halls of residence. Students housed in catered halls have their own bedrooms in flats. They share bathroom.

Language Points

work through school: in this case, work while going to school to support living expenses
—They just have to work through new testing for the project.

III. Speaking Exercises

1. Watch the Video Snapshot

Bob and Alice got a course guide of a local college, which shows some courses students can take. Bob and Alice are discussing what kind of things they can learn and which courses are suitable to them.

Course	
Hairdressing	
Accounting	
Information technology (IT)	
Tourism	
Business administration	

2. Speak Out

Work in pairs: Questions and Answers.

Q1: What course did Bob decide to choose?

A1: _____

Q2: What course did Miss Alice recommend to Bob?

A2: _____

Q3: Why did Miss Alice choose information technology (IT)?

A3: _____

Q4: Why did Bob prefer to choose practical courses?

A4: _____

Q5: Who could be a tourism interpreter, Bob or Alice? Why?

A5: _____

Watch the video snapshot again, and check by clicking answers.

3. Role-play

Watch the video snapshot again, and then make a role-play. The following phrases and patterns are helpful to give opinions, agreement or disagreement.

- I think...
- What/How about...
- I like that...
- A good idea...
- Don't think...

For example:

- What do you think about IT courses?
- I think it's really important to us.

Text Notes

1. **courses**: Some courses in Western colleges and universities are multi-disciplinary ones. Students are required to study one, or combination. This kind of courses are usually specialist courses structured to allow students to have chance to cross boundaries of traditional courses in order to widen their perspectives of knowledge.
2. **sandwich courses**: These are courses which combine periods of full time study with one or more periods of practical training in industry, commerce or the professions. Students on sandwich courses who have gained sponsorship from industrial or commercial organizations will normally undertake their placement with the sponsoring body. Other students will be given help in finding suitable placements.

Language Points

1. **hate doing...**: dislike a kind of action
—I hate getting up so early.
2. **earn sth....**: to receive in turn for one's labor
—He had earned a reputation for honesty.
—They earned a living as a waiter.
3. **mean that...**: to refer; to indicate
—I mean (that) she will win the game.
4. **hairdressing**: work of shaping the hair (esp. of women) into style by cutting
—You should take hairdressing as your job to make money.

IV. Online Testing

How do students go about choosing a college major for future career? Some college students are still undecided on what career ways to take especially in their first college semester. Peter is still confused by this question. Let's go on with the online testing.

1. Listening Comprehension Test

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

- _____ 1) Peter has no idea about what the course will be.
- _____ 2) Peter hasn't made up his mind to choose his major MBA.
- _____ 3) Alice will repay her loan after graduation.
- _____ 4) Alice shouldn't make money for her education. Her parents pay her tuition.
- _____ 5) Peter is curious whether Alice has got a job before graduation.

Text Notes

1. **credit card**: Small card that authorizes the person named on it to charge goods or services to his or her account. It differs from a debit card, with which money is automatically deducted from the bank account of the cardholder to pay for the goods or services. Credit-card use originated in the U.S. in the 1920s; early credit cards were issued by various firms (e.g., oil companies and hotel chains) for use at their outlets only. The first universal credit card, accepted by a variety of establishments, was issued by Diners' Club in 1950. Charge cards such as American Express require cardholders to pay for all purchases at the end of the billing period (usually monthly). Bank cards such as MasterCard and Visa allow customers to pay only a portion of their bill; interest accrues on the unpaid balance. Credit-card companies get revenue from annual fees and interest paid by cardholders and from fees paid by participating merchants.
2. **to batter around sth.**: to think hard about sth.
3. **student loan**: Student loan is designed to help students pay for college tuition, books and living expense. It differs from other types of loans in that the interest rate is lower and the repayment is deferred which the student is still in school.
4. **career plan**: a plan for career which includes career choice and career advancement

2. Dictation Test

Listen to the statements about the department of Economics in Manchester Metropolitan University. Dictate the missing words you hear in the books.

Economics seeks to 1) _____ many of the biggest issues 2) _____ our lives such

as jobs, incomes and what a 3)_____ can and should do. Studying economics at an 4)_____ level develops a set of skills and an 5)_____ of important issues which 6)_____ a wide range of 7)_____ opportunities. The Department 8)_____ Economics programmes, building on 30 years of 9)_____. The Department provides an excellent 10)_____ in economics...

3. Multiple Choices Test

Bob is registering for his program. The Bursar suggests that Bob should drop one or two credits. Let's listen to the statements and fill in each blank with the best answer A, B, C, or D.

- 1) The maximum number of credits Bob can take is _____.
A. fifteen B. fifty C. five D. sixteen
- 2) Bob is trying to take _____ credits.
A. eighty B. seventeen C. sixteen D. eight
- 3) If Bob wants to see the Dean of the Department, he needs to _____.
A. make an appointment B. leave a message
C. call him D. make a permission
- 4) It's better for Bob to _____.
A. see the Dean now B. drop two courses
C. visit a scholar D. take up more credit
- 5) For the students of the first semester, they _____.
A. need to overdo their courses B. needn't overdo their courses
C. need to wait for their courses D. need to overcome their courses

4. Writing Test

Listen to the following passage and write your comments based on the following questions.

The Map of the Library

- 1) How about the spaces of the library?
- 2) What is on the left of the main entrance? What can you do there?
- 3) What are there between the study area and the IT center?
- 4) Where can you find English language books and bilingual dictionaries?
- 5) Where are the Maths books?
- 6) Where is the enquiry desk?

Writing _____
