

全国商务英语研究会推荐教材

实训教程

An Integrated Course of Business English Practical Training

新编 商务 英语

新编商务英语系列丛书

主审 万正方

主编 彭典贵



高等教育出版社
HIGHER EDUCATION PRESS

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前言

Foreword

随着全球经济一体化进程的加速和中国经济的迅猛发展,中国对外商务合作的前景日趋广阔,大商务格局的经贸活动日趋频繁。在这一特定历史背景下,越来越多的企业直接从事外贸经营业务,社会需要大批既懂英语又懂国际商务的应用型人才。这本实训教程正是基于这一需求编写的。

本实训教程的编写本着服务高职教育,遵循高职教育“以岗位为基础,以能力为本位”的原则,突出高职教育中的就业导向,将学生置于一种商务模拟环境中,着重培养学生的自学能力、实务操作能力以及理解能力。本教程力求较为真实地反映经贸商务企业的运行模式及经贸商务实践所涉及的商务活动内容,注重训练国际商务活动中的各种语言表达方式,培养商务交际活动中必要的语言综合基本技能,强化商务英语听说能力,从而使学生高效、快捷地将所学的理论知识运用于实践,提高其实际操作能力;同时也可作为就业前的练兵,检验学生的综合分析能力和实际操作能力,使其毕业后能够尽快适应工作岗位需要。因此,该教程不失为一本针对高职学生高年级阶段的岗前培训教材。

教材结构安排:全教程共分为 8 个单元。内容涵盖了求职面试、商务接待、商务电话、商务会议、商务旅行、商务运作(突出国际贸易实务知识的运用)、商务文书(突出商务函电和商务文秘知识的运用)及进出口单证(突出报关及单证制作)。第 1 单元至第 7 单元均为经贸商务实践常见的各种活动。第 8 单元的编写着力于帮助学生强化职业意识,综合运用专业基础知识,独立完成进出口业务的基本操作过程。该单元要求学生具有国际贸易实务、外贸英语函电等相关专业课程的基础知识,旨在帮助学生熟悉商务操作中常见的各种单据并掌握常见单据的缮制方法,能根据合同和信用证要求制作议付单据。本教程教学时数为一学期,建议每单元教学为 4 至 6 个学时。在具体使用过程中,教师可根据教学实际对单元内容和实训练习进行取舍。

各单元体例安排如下:

- **学习目标(Learning Objectives):**每个单元的学习目标,简明扼要地概括了本单元的知识点,使学生在开始学习之前对该单元的内容有一个概要了解。先明确重点、难点,有的放矢地学习。

- **课前预测提问(Pre-reading Questions):**通过对相关主题的提问,让学生用已有知识和经验回答问题,检测学生对所学主题的了解程度,激发学生对本单元的兴趣。

• **背景知识 (Background Information)**: 通过商务背景知识的介绍, 帮助学生对即将要学的课文进行思考, 接受老师的引导, 从而进入较好的学习状态。

• **相关词汇与表达 (Related Words and Expressions)**: 对学生在学习过程中较为常用的单词进行释义及词性说明; 对一些词组和习惯表达进行解释, 以帮助学生扫除语言障碍, 更好地进入下一阶段的学习。此外, 也可帮助他们举一反三, 提高表达能力。

• **听力任务 (Listening Task)**: 根据“任务型”教学法的理论, 可以将听话人功能及听话人反应运用到英语听力教学中。根据单元目标设计“任务型”的教学活动, 帮助学生提高听说能力。该部分配有 mp3 光盘。

• **口语任务 (Speaking Task)**: 分为 substitution 和 dialogues 两部分。通过开展与主题相关的替换和对话练习, 引导学生进行商务主题口语训练, 了解文化差异以及一些语言习惯, 培养他们在相关的情景中实际运用英语的能力。

• **写作任务 (Writing Task)**: 这部分旨在帮助学生熟练掌握不同类别商务文书的写作方法, 了解其内在的规律性, 撰写出规范、标准、合法的商务文书。

• **实践活动 (Practical Activities)**: 包括口头陈述、案例分析、角色扮演、口译演练等。结合本单元的知识点, 精选了经典的商务案例, 帮助学生理性客观地处理商务活动中的问题。

• **拓展练习 (Extended Activities)**: 通过大量的原汁原味的商务场景练习, 帮助学生把所学的知识运用到各种相关的商务活动中去。实训练习设计针对性较强, 旨在强化学生对商务知识和商务技能的理解和运用。

教材特色: 本教程依据功能和情景相结合的原则选材和编写, 注重语言技能与商务知识的有机结合, 突出语言的实践性。教程中每一个选材均来自商务活动, 通过真实模拟商务活动场景, 让学生较为自然地操练各种实训活动, 引导学生在不同的商务交际场合进行有效的商务沟通, 在实践中提升语言技能和商务操作技能。本教程力求以全新的视角诠释和探索国际商务与英语学习一体化的教学思想和规律, 坚持国际视野, 凸现中国高职教育特色。本书具有以下三个方面的特点:

1. 实用性。本教程各个单元紧扣当今国际商务活动的每一个重要环节, 注重听、说、读、写、译等语言技能的有机结合。以听说训练为主, 以说促学, 以说促用, 引导学生不断强化表达技能, 实现课堂教学“学一点、用一点”的原则。学生通过各种商务交际活动的操练, 力求达到所学内容与就业岗位的“无缝接轨”。

2. 针对性。教学内容既针对市场需求, 又针对高职商务英语专业培养人才的类型和所要达到的培养目标。本书由具有长期从事商务英语教学及国际商务工作实践经验的教师编写, 课程内容和语言精挑细选, 实践性强, 重点突

出且学以致用。

3. 新颖性。教材的体例按照教学流程设计, 每单元提供教学目标, 中间穿插各种实训活动, 单元设置参照国外同类教材, 根据“够用为度”的原则将商务英语专业的主干课程浓缩为 8 个单元。教材以较短的篇幅给学生提供了商务英语学习的框架, 使其在毕业后的各种国际商务活动中知道说什么、做什么及怎么说、怎样做。

本教程由彭典贵担任主编, 单谊任副主编, 各位编者编写分工如下: 彭典贵: 第 1 单元、第 2 单元、第 3 单元、附录。单谊: 第 4 单元、第 5 单元、第 7 单元。杜敏: 第 6 单元。倪世芳: 第 8 单元。彭典贵还负责全书的内容构思、体例安排、统稿和部分单元中图片的选取。

在本书出版之际, 首先我们衷心感谢高等教育出版社对全国高职高专商务英语教学及研究的鼎力支持和大力推动。感谢上海科学技术职业学院庄顺根院长和常务副院长马德埙教授对本书的特别关注和全力支持。我们要特别感谢同济大学外国语学院万正方教授, 他在本书的编写过程中, 认真审阅了全书的稿件, 并提出了宝贵的修改意见。万教授严谨的治学态度和求真务实的治学精神鼓励着他身边的每一位编者。此外, 留英归国的须琴老师、上海瀚翔国际货物运输代理有限公司进出口部经理高遐抒先生、上海联通国际货运有限公司国际部主管陈骏先生、上海申虹外贸经济贸易有限公司殷旭芳女士对本书的第 8 单元单证部分提出了修改意见和建议, 谨在此一并致谢。

在本书编写过程中, 我们参考并借鉴了国内外出版的有关书籍和相关的网站资料, 深表谢意!

由于高职商务英语综合实训教材的编写是一项全新的工作, 可供借鉴的资料不多, 加上编者水平有限, 书中不足之处在所难免, 敬请国内外专家、学者和广大读者批评指正。

编 者

2008 年 10 月

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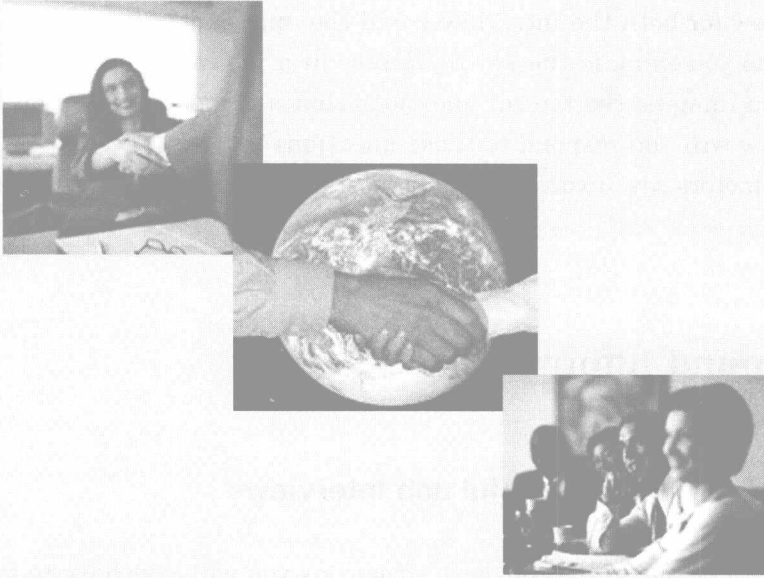
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Jobs and Careers



Learning Objectives (学习目标)

After reading this unit, you will:

- ☑ know some cultural background knowledge about jobs and careers;
- ☑ find ways to improve your skills in applying for jobs and writing resumes;
- ☑ master the basic words and expressions related to job interviews;
- ☑ understand the importance and necessary steps of interviewing in job hunting;
- ☑ use suitable words and expressions to express yourself in a job interview.

I Pre-reading Questions

Pair Work: Discuss the following questions with your partner.

1. How can you define the word **interview**? What is the function of a job interview for both the interviewer and the applicant?
2. What do you think is the key to success at a job interview?
3. Can you imagine the typical questions that an interviewer might ask? And how will you respond to those questions?
4. Which factors are involved in a successful interview?

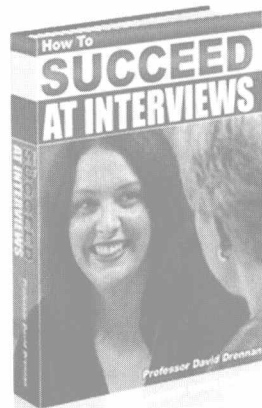
II Background Information

Successful Job Interviews

A job interview can be one of the toughest situations you will ever have to face. But it is an ideal opportunity for an applicant to be face-to-face with the potential employer. The employer uses this time to evaluate not only your skills and abilities, but also your potential “fit” within their organization.

A successful interview involves two factors: one mental and the other physical. Mentally, it's important to prepare yourself fully for the interview, without worrying too much about it. Remember, the job might be the one you have dreamed of, but it won't be the end of the world if you don't get it. Tell yourself that the company would be lucky to employ you and it will be their loss if they choose someone else. In fact, your ability to answer all the questions without hesitation will certainly impress the interviewer. Remember to answer their questions objectively and honestly with confidence and enthusiasm.

Practice your answers to common interview questions.



Likewise, prepare a list of questions to ask the employer. Most interviews follow this pattern: First, you answer questions about your experience and qualifications, then you ask questions about the job.

Rehearse your interview with a friend. You should be able to convey the related information about yourself in about 15 minutes. Be careful about your diction, speed, and body language. Upon initially meeting your interviewer, look him/her directly in the eyes, introduce yourself with a handshake (firm but not overbearing). Maintain eye contact at all times during the interview and show interest in everything the interviewer talks about. Provide direct and honest answers to all questions, but only give what is asked for.

Prepare your interview materials before you leave for the interview. Bring several copies of your resume, a list of references, and, if appropriate, any work samples. Make sure they are all up-to-date.

Dress professionally and comfortably. You will be judged in some respects by what you wear. When in doubt, dress conservatively. It's always a good idea to wear a suit; it doesn't have to be a designer suit, but something plain and conservative.

If following all of the above steps, you are not offered the job on the spot, do not panic. Stay assured and confident—remember they need you as much as you want them—and end the interview on a confident note, “This sounds like an excellent company to work for, so I look forward to it.”

Being confident, conservative and to the point will almost certainly get you your dream job.

III Related Words and Expressions

The following words and expressions are very often used in job interviews.

- | | |
|--|---------------------------------------|
| 1. objective <i>n.</i> 目标 | 6. salesman <i>n.</i> 推销员 |
| 2. administrator <i>n.</i> 行政人员 | 7. routines <i>n.</i> 日常工作 |
| 3. supervisor <i>n.</i> 主管人员 | 8. attitude <i>n.</i> 态度 |
| 4. entrepreneur <i>n.</i> 企业家 | 9. pressure <i>n.</i> 压力 |
| 5. agent <i>n.</i> 代理人 | 10. efficient <i>adj.</i> 有效力的 |

11. **vacancy** *n.* 空缺
12. **recruit** *v.* 招聘
13. **appraisal** *n.* 鉴定
14. **select** *v.* 选拔
15. **bonus** *n.* 奖金
16. **compensation** *n.* 报酬
17. **performance** *n.* 业绩
18. **wholesale** *n.* 批发
19. **retail** *n.* 零售
20. **budget** *n.* 预算
21. **promotion** *n.* 晋升
22. **zeal** *n.* 热诚
23. **confidence** *n.* 信心
24. **loyalty** *n.* 忠诚
25. **devoted** *adj.* 奉献的
26. **adaptability** *n.* 适应性
27. **aggressiveness** *adj.* 进取的
28. **conscientious** *adj.* 认真的
29. **enthusiasm** *n.* 热情
30. **persistence** *n.* 毅力
31. **scientific management** 科学管理
32. **modern operational management** 现代经营管理
33. **human relation** 人际关系
34. **interpersonal skills** 人际交往能力
35. **administrative ability** 行政管理能力
36. **quantitative objective** 定量目标
37. **qualitative objective** 定性目标
38. **market share** 市场占有率
39. **sales volume** 销售量
40. **board of director** 董事会
41. **Jack of all trades** 多面手
42. **equal work, equal pay** 同工同酬
43. **a temporary job** 临时工作
44. **well-organized** 井井有条的

IV Listening Task

1 Spot Dictation

In this section, you will hear a passage three times. When the passage is read for the first time, you should listen carefully for its general idea. When the passage is read for the second time, you are required to fill in the blanks numbered from 1 to 10 with the exact words you have just heard. Finally, when the passage is read for the third time, you should check what you have written.

You finally have an interview! Your moment of truth has arrived. Whether your interview is on 1 or off, it is important to make the most of it. To be successful, you should always 2 to keep control of the process, and the only way to do this is to have control over the final 3 . You can always walk away from a 4 that you later decide you have no interest in, but you need to remain in 5 control to retain the power to pick and choose. Your objective in every interview should be to take yourself one step further toward 6 the job offer. You can do that by doing your very best in each and every interview. 7 every interview as if it were the

only one you will ever get with that company and your only opportunity to 8) them that you are the right candidate for the position. Although there may be several interviews before the 9) offer, you must score positively in each interview. Successful interviewing begins with 10) .

2 Listen to the passage and answer the following questions.

- 1) What is the real aim of a job interview?

- 2) Why do incompetent job-seekers often easily qualify themselves for undesirable jobs?

- 3) Why does the author say that it is not true to always please the interviewer?

- 4) What will an effective conversationalist do during a conversation?

- 5) What is the worst impression you can make at an interview?

3 Listen to the dialogue and fill in the blanks.

| | |
|---|--------------------------------|
| Position Applied: <u>1)</u> | |
| College to Study: <u>2)</u> | Major: <u>3)</u> |
| Grade: <u>4)</u> | Work Experience: <u>5)</u> |
| Hobby: <u>6)</u> | English Proficiency: <u>7)</u> |
| Reason to Choose This Company: <u>8)</u> | |
| Starting Salary: <u>9)</u> | |
| Time to Wait for the Decision: <u>10)</u> | |

V Speaking Task

① Substitution

- 1) Sue is applying for a job as **a telephonist**.
a secretary.
an accountant.
- 2) She is **a really quick learner**.
a green hand.
an experienced teacher.
- 3) A telephone operator is supposed to have **local knowledge**.
a good mastery of English.
a nice voice.
- 4) People call us up mainly **to order meals**.
to obtain stock information.
to ask about the prices.
- 5) This job should suit Jenny well because **she likes painting**.
she always wants to be a reporter.
it's not far from the office to her home.
- 6) The company has offered Gary a place because **he meets all the qualifications**.
he did well in the interview.
he's got lots of experience.
- 7) I am waiting for a positive reply from **the law firm**.
the company's personnel department.
the multi-national company.
- 8) Miss Wilkins **showed me around the office** after the interview.
left the office.
had a talk with me.

9) There are ten more applicants **in the line.**

waiting outside.

sitting on the bench.

10) A good employee is supposed to have **a strong sense of responsibility.**

a devotion to the company he works for.

a strong passion in his own post.

2 Dialogues

Dialogue 1

(I: Interviewer A: Applicant)

I : May I help you?

A : Yes, I've come to apply for the position as an office clerk.

I : I'm Edward Snow, the manager of the Human Resources Department. May I ask your name?

A : My name is Alice White. Nice to meet you, Mr. Snow.

I : Glad to meet you, Miss White. Please take a seat.

A : Thank you, sir.

Dialogue 2

David is giving final one-to-one interviews with two other members of the management to the last four applicants. They are in his office. After the second interview he hears a knock at the door.

David : Please come in! Take a seat.

Mr. Zhang : Thank you.

David : At first, I'd like to introduce my colleagues: Mr. Zhao,

department head who is in charge of the sales and marketing, and I am sure you know Mrs. Jackson already, head of the Human Resources Department.

Mr. Zhang : Good morning. Nice to meet you.

David : As you can see, this is your final interview for the position of Market Research Manager in our Sales and Marketing Department. How do you think you have done so far?

Mr. Zhang : Well, personally I believe I must have done a good job otherwise I wouldn't have come this far. But considering the fierce competition that I have already experienced, I could easily lose even at the last minute.

Mr. Zhao : How would your worst enemy describe you?

Mr. Zhang : Stubborn, ambitious, loudmouthed, flirtatious. Well, that's what my wife usually says anyway.

David : How do you think working for our company will affect your life?

Mr. Zhang : I think I would benefit a lot from the company's unique culture and the new dynamic approach that the company has on the market. But I also hope that the company can change and develop more quickly with my help and experience.

Mrs. Jackson: Why should we hire you?

Mr. Zhang : Well, there aren't many people who have worked for such a famous company as Lenovo Computers Limited. I worked in the Development Department for almost five years, playing a leading role in some of the company's major technological developments. I have a university education, a persuasive and communicative personality and some people even consider me quite cool.

Mr. Zhao : How do we know you don't leave as soon as you find a job with a higher pay?