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WORLD CLASS

ENGLISH FOR BUSINESS
BOOK 1

环球商务英语

第1册

商务英语课程组 编

The Open University
The British Council
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WORLD CLASS ENGLISH FOR BUSINESS BOOK 1

环球商务英语 第1册

商务英语课程组 编

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出版说明

《环球商务英语》(World Class English for Business)是从英国开放大学(Open University)引进改编的适合以自学为主的商务英语用书,该教材深入浅出地介绍了一些当代商务理念和国际商务惯例,以及英语国家的商务文化。全书共有8个教学模块(Module),分为1、2两册,并配有9盘录音带。

第1册包括: 第1模块 公司结构与经营 (Module 1 Change and the company); 第2模块 客户服务 (Module 2 The customer); 第3模块 财务管理 (Module 3 Finance); 第4模块 新产品开发 (Module 4 A new product); 第2册包括: 第5模块 技术培训与发展 (Module 5 Responding to technology); 第6模块 招聘与求职 (Module 6 Recruiting new staff); 第7模块 广告与市场竞争 (Module 7 Advertising and competition); 第8模块 销售与服务 (Module 8 Selling the product)。

本书由中央广播电视大学外语部刘黛琳、崔松策划并定稿,对外经济贸易大学国际交流学院李平、张筱霖、王帆、宿玉荣参加了教材的改编和注释工作。

Le	earning point		Section of the sectio
1	How companies operate	Describing location and basic facts about a company	 Vocabulary associated with information and communications technology Asking and answering questions
		The structure of organisationsFlat structures and tall structures	Describing responsibilitiesDescribing the structure of an organisation
		3 Successful productsThe customer and the product	Using phrasal verbs
2	Responding to change	4 People and changeDescribing change	 Using 'used to' for past situations and routines Adjectives for jobs
		Describing trendsTrends and graphs	Describing company performance using graphsShowing cause and result
		6 The global marketUsing the STEP analysis	Using the present perfect and past simple
3	Ways of working	7 TelecommutingChanging work patterns	 Taking notes Using prepositions
		8 Working with regulations • UK tax regulations	Expressing regulations and giving advice (using 'must' and 'have to') The control of t
		9 Working in cyberspace ·	Using definite and indefinite articles
		Shopping in cyberspace	Describing possible future situations
4	Pronunciation and review	10 Pronunciation • Phonetic script 11 Review	Using phonetic script – vowel sounds
		 12 Communicative activities Exchanging information about companies Describing responsibilities in an organisation Describing past routines Using the STEEP analysis Giving and asking for advice Discussing a business venture 	

Unit	Session/Topic	Learning point
1 Customer service	1 Planning improvements to customer service	
Service	Writing an action plan	Using 'must', 'have to' and 'have got to'
		Expressing intentions
	2 Formulating customer service policy	
	Writing a press release	Making promises
	e Parena (Company) de la company	Making a polite apology
	3 Briefing staff about customer policy	
	Brand values	Structuring a briefing
	Giving a briefing	Using the language of briefings
2 Customer	4 Finding out what customers think – 1 Face-to-face interview	vs
feedback	Conducting an interview	Asking indirect or polite questions
		Responding to indirect questions
	5 Finding out what customers think – 2 On the telephone	
	Types of survey	Using question tags
	Telephone interviews	Comp question ago
	6 Finding out what customers think – 3 Written questionnair	res
	Completing a written questionnaire	Reporting what people have said
3 Total Quality	7 What is Total Quality Management?	
Management (TQM)	The factors that make up quality	Saying why or how something is done
· · · · · · · · · · · · · · · · · · ·	8 Who is involved in Total Quality Management?	
	Responsibility for quality	Using sequence markers
	Quality problems	Using the past perfect
	9 How is Total Quality Management managed?	
	People management	Giving an opinion
Pronunciation	10 Pronunciation	
and review	Phonetic script	Using phonetic script – consonant sounds
	11 Review	
	12 Communicative activities	
	Exchanging information using indirect/polite questions	
	Explaining an action plan	
	Confirming facts	
	Drawing up and explaining an action plan	
	Giving a briefing	

U	nit	Session/Topic	Learning point
1	Financial awareness	Finance – the basics Financial documents	Using numbers
		Cash-flow problemsCash-flow issuesWriting business letters	Expressing regrets using 'if only' and 'I wish'Using the language of business letters
		 The profit and loss account Describing trends Explaining trends Reports 	 Describing trends using the present perfect Expressing results and their causes Writing reports
2	Finance in practice	Stagecoach – the background Describing trends Looking ahead	 Describing trends – prepositions Looking back: the present perfect and past simple Looking ahead: using 'will' for predictions
		 Business success and failure at Stagecoach Reasons for Stagecoach's success Discussing problems 	 Vocabulary development techniques Expressing regret and criticism using 'should(n't) have'
		6 Giving a financial presentation• Giving a presentation	Structuring a presentationUsing the language of presentations
3	Setting up in business	7 The business plan: what you need for successEntrepreneurshipNew business advice	Discussing characterGiving advice and making suggestions
		8 Planning and risk assessment • Business plans	 Writing a business plan Review of future forms Discussing possible events using 'if' and the second conditional
		 9 Failure, cash-flow problems and starting again • Starting your own business: an interview with a bank manager 	Expressing regret using 'if' and the third conditional
4	Pronunciation and review	10 Pronunciation • Word stress 11 Review	Stressing the appropriate parts of words
		 12 Communicative activities Exchanging information about trends using graphs Predicting the future Discussing regrets Discussing possible events Discussing intentions Giving presentations 	

J nit	Session/Topic	Learning point
What do people want?	Talking about products Market research	• Questions
	 2 Focus groups Using focus groups Analysing customer data 3 Market research reports 	Comparisons using adjectivesOther comparisons
	Reading market research reportsWriting market research reports	Report writing
Team spirit	Teamwork Attitude to teamwork Importance of teamwork	Using 'then' in 'if' sentences
	5 Arranging meetings• Arranging times	Telephoning conventionsArranging times
	6 Allocating tasksDiscussing schedulesTeam leadershipArranging teamwork	Prepositions of timeArranging teamwork: requests, offers an suggestions
Promoting your product	 7 Product promotions Types of product promotion 8 Another example of product innovation 	Discussing options
	 A case study of successful innovation Promoting a product internally and externally Arranging sales meetings Reporting decisions 	 Using 'like', 'unlike', 'as' and 'such as' Making suggestions Reporting decisions
Pronunciation and review	10 Pronunciation • Sentence stress	 Stressing sentences normally Stressing sentences 'contrastively'
	11 Review	
	 12 Communicative activities Exchanging information about own consumer habits Exchanging information about two graphs Arranging a meeting Discussing schedules Discussing promotions 	

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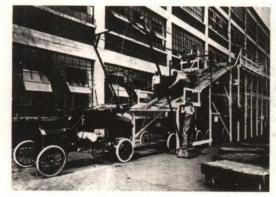
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Change and the company

This module looks at the changes which can take place in an organisation and at the effect these changes can have on the employees. It considers changes which have happened as a result of technology, new working practices and increasing globalisation.



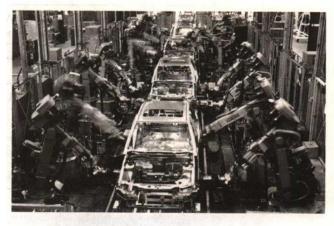
In Unit 1 'How companies operate' you look at how organisations can be structured. You study the language for describing company structure and personal responsibilities, and you also look at the development of successful products.

In Unit 2 'Responding to change' you consider the effect of change on individuals and you read about the global market. You focus on new ways of buying and selling

using the latest technology. You study the language used to describe trends and changes in them.

In Unit 3 'Ways of working' you look at different work patterns and, in particular, at the effects of technology on working practices, including the trend towards working from home. You also look at regulations associated with the workplace and the language used to describe them.

Unit 4 'Pronunciation and review' introduces you to phonetic script. You revise the material covered in the module and practise your spoken English in a number of communicative activities.



Unit 1 How companies operate

Session 1 'Dutton Engineering' introduces you to an English engineering company, Dutton Engineering. You look at some basic facts about the company and consider the way it has changed as a result of new technology.

In Session 2 'The structure of organisations' you look at the different ways organisations can be structured. You study the language used to describe this structure and to explain the responsibilities of employees in an organisation.

In Session 3 'Successful products' you look at examples of successful products and in particular at the products of Quad, a company that makes hi-fi equipment. You also practise using phrasal verbs.

Session 1 Dutton Engineering

In this session you focus on Dutton Engineering, an engineering company in England. You are introduced to some of the people working there, who tell you a little about the company and what they do. In this session you also practise asking and answering questions.

In recent times there has been a major change in the way companies communicate with each other. This is increasingly done through new technology. Dutton Engineering is an example of a company that makes extensive use of new technologies. In Activity 1 you look at some useful ICT (information and communications technology) vocabulary, and in Activity 2 you read about ICT at Dutton Engineering.

Activity 1

The expressions below are all used in the field of ICT. Match each of the definitions on the left with a word or phrase on the right. The first one has been done as an example.

Example

1 (b).

1	A system of interconnected computers used for worldwide communication	(a) Online
2	A specific address on the WWW (World Wide Web) where pages on a chosen subject are found	(b) The Internet
3	A way of sending messages and files from one computer to another	(c) Intranet
4	When your computer is connected to the Internet	(d) Web browser
5	A private system of interconnected computers providing information (for example, a company in London could connect with its office in New York on its own private system)	(e) Email
6	A tool for seeing what is on the Internet	(f) Website

Dutton Engineering has its own website on the Internet (http://www.dutton-eng.co.uk/). On an earlier version of this site, Ken Lewis made some comments about technology and its role in the modern world of business.



Ken Lewis

Activity 2

Read the text below from Dutton Engineering's website and answer the questions that follow.

Dutton Engineering

I'm Ken Lewis, Managing Director of Dutton Engineering. I'm pleased to welcome you here to our website. It was first set up in 1994. Since then it has been visited by a large number of people from all over the world, including the United States and Japan. I hope you find it interesting.

Dutton Engineering was founded in 1972. A traditional company, in a very old and traditional industry. You know the type, everything divided into departments. The Accounting Department, the Marketing Department, with lots of managers employed to supervise it all.

Thankfully things are different now. Thirty-four people are employed by Dutton and communication between departments is considered to be one of the most important aspects of the business. We involve everyone in the process of improvement.

Communication in general is important. I think that's what business today is all about, improved communications. The market is global so we need to make contact with customers worldwide, not just locally.

It seemed to me then, that by putting a computer on someone's desk you make him or her a very powerful person. All that knowledge. All that information. That's why the Internet is so important, it provides information on a global scale. In my opinion it's a glimpse of the future.

Personally I wasn't very computer literate. I was probably the most illiterate one here in fact. Nevertheless, I'm looking forward to seeing it develop because as far as I'm concerned it has tremendous potential. Here at Dutton we anticipate using it more and more.

literate /'lɪtərət/ normally means able to read and write. 'Computer literate' means able to use a computer

potential /po¹ten∫l/ possibilities that can be developed

- 1 What is Ken Lewis's job title?
- 2 What was set up in 1994?
- What sort of company was Dutton Engineering in 1972?
- 4 People from which countries have visited Dutton Engineering's website?
- 5 What was Dutton Engineering divided into in 1972?
- 6 What does Ken Lewis say about the number of managers in the company in 1972?
- 7 How does Ken Lewis describe the market today?
- 8 What does the Internet provide, in Ken Lewis's opinion?
- 9 Was Ken Lewis the most experienced user of computers at Dutton Engineering?
- 10 What does Ken Lewis think about the Internet? Underline the words or phrases he uses to show his attitude.



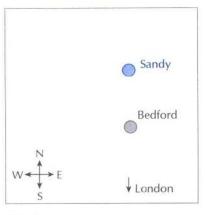
You now hear Ken Lewis and his colleague, Tina Mason, talking about Dutton Engineering. You then complete a description of the company.

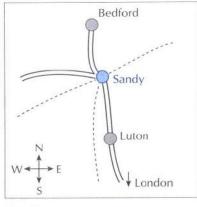
Activity 3

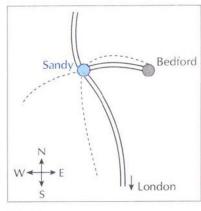


Extract 1

Listen to what Ken Lewis and Tina Mason say about Dutton Engineering, then identify the map that most closely matches what they say about the location of the company.







Map 1

Map 2

Map 3

Activity 4



Extract 1

Listen to Extract 1 again and complete the following paragraph.

> Dutton is based at Sandy in (1) in (2) and makes (3) The company is located about 50 miles (4) London, and 10 miles from Bedford. The company has been situated there for (5) It is nicely placed on main (6) and (7) links.

You now answer a few questions about Dutton Engineering. You looked at some of these questions in Activity 3.

Activity 5



Extract 2

Listen to Extract 2 and answer the questions. Use complete sentences in your answers. One has been given as an example.

Example

When exactly was Dutton founded? It was founded in 1972.

You now practise answering and asking questions about two other companies, before writing a short description of Dutton Engineering.

Activity 6



Extract 3

In the notes below you have similar information about two other organisations. Answer the questions in Extract 3 using this information. One has been given as an example.

Example

Where is Ogwen Ltd based? It's based in Bangor, in North Wales.

Ogwen Ltd

- in Bangor, North Wales
- on railway line to London; about 200 miles from London
- founded 1967
- product tyres
- employees 26

Kanga Products

- in Brisbane, Australia
- 500 miles from Sydney
- founded 1990

Ltd The standard abbreviation for 'Limited' used in the UK after the names of private limited companies. A private limited company is one that cannot offer shares to the general public

Activity 7 Extract 4



Using the cues below, ask similar questions about a third company - Ryan's. One question has been given as an example.

Example

[Text prompt] Where/based? [Your question] Where is Ryan's based? [Answer] In Belfast, in Northern Ireland.

- How far/Dublin?
- When/founded? 2
- What/make? 3
- How many/work?

Activity 8

Using the information you have about Dutton Engineering, write a summary of about 30 words about the company. Include the following information:

- date Dutton was founded
- where Dutton is located
- what Dutton makes
- number of employees
- name of Managing Director.

Session 2 The structure of organisations

In this session you consider the different ways in which organisations can be structured, and you study a chart showing how a company is organised. You look at the language for describing the responsibilities of people in a company and the structure of a company.

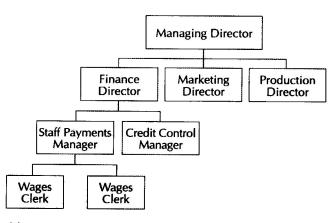
There are many ways of structuring an organisation. In Activities 1 to 3 you look at how Dutton Engineering has changed its organisational structure.

Activity 1

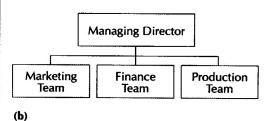
Companies often have either a tall structure or a flat structure.

Read the descriptions of tall and flat structures below in sentences 1 and 2, match them to the diagrams, then complete sentences 3 and 4.

- A tall structure usually has many levels or layers of management. It is hierarchical.
- A flat structure has fewer layers of management. This often results in more individual responsibility.



(a)



- A structure has fewer of management. This means that there is individual responsibility.
- A structure has several of management. It can be described as

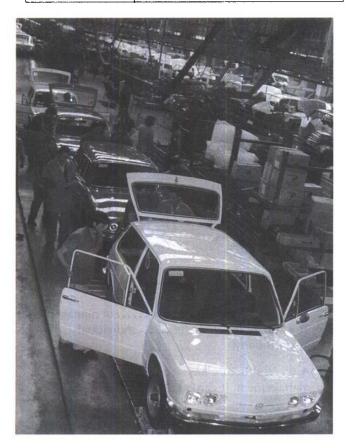
Activity 2

The words on the left in the following table are all related to words you will hear in the extract in Activity 3, in which Ken Lewis describes some of the organisational changes that have taken place at Dutton Engineering. Match the words on the left with their definitions on the right. One has been done as an example.

Example

2 (e).

1	To clock in	(a) To make something, often in a factory	
2	The shop floor	(b) To watch over someone to make sure they do their job correctly	
3	To manufacture	(c) To register your arrival at work at a specific time	
4	To supervise	(d) A general plan intended to achieve something over a period of time	
5	Strategy	(e) Area in a factory where the workers (rather than the management) do their work	



Activity 3



Extract 5

In Session 1 you met Ken Lewis from Dutton Engineering. In this extract he describes the organisational structure of the company as it was in the past and as it is now. Read the three paragraphs below and then, when you have listened to the extract, decide which one best summarises what he says.

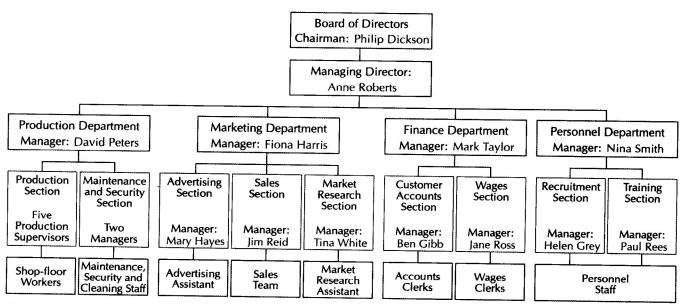
- In the past Dutton Engineering had a hierarchical structure with several levels. It had a chain of command from top to bottom with each individual having a clear role and position within the company. Now the company is organised into selfmanaging teams which set their own goals. As a result, the company now has a management team of only two people.
- At Dutton Engineering, in the past, all staff worked in teams. Production staff worked in one team, accounts staff in another and personnel staff in another. The team leaders then reported directly to the Managing Director. Now the teams are more mixed and team leaders have regular meetings to share ideas.
- In the past Dutton Engineering had a traditional hierarchical structure with a clear line of command from top to bottom. It consisted of several departments with each individual in it having a clearly defined role. Now there are frequent periods of reorganisation with people regularly changing jobs. Employees now are much more familiar with different departments.

You now look at a chart which shows the structure of a second company, Sonntag plc, and the responsibilities of the people who work there. In the remaining activities you answer questions about the chart and look at the language for describing responsibilities and company structure.

Activity 4

Use the chart showing the structure of Sonntag plc to answer the questions below.

- How many layers are there?
- How many departments are there?
- How many sections are there?
- plc The initials 'plc' or 'PLC' are used in the UK after the names of public limited companies, whose shares can be bought and sold by the public on the stock exchange



The structure of Sonntag plc

Ac		SECTION AND ASSESSMENT
AR	A 1.	 200



Extract 6

In Extract 6 you hear four different speakers talking about the Sonntag plc chart. Listen and then choose the correct option to complete the sentences below. Use the chart to help you.

	. ,	
1	The speaker's job title is	
	(a) Customer Accounts Manager.	
	(b) Marketing Manager.	
	(c) Accountant.	
2	The speaker's job title is	
	(a) Advertising Assistant.	
	(b) Security Officer.	
	(c) Managing Director.	
3	The speaker's boss is	
	(a) Mark Taylor.	
	(b) Fiona Harris.	
	(c) Jim Reid.	
4	The speaker is responsible to	
	(a) Mark Taylor.	
	(b) Nina Smith.	
	(c) Fiona Harris.	

In Extract 6 you heard people describing their responsibilities and positions in a company. You now study some of the expressions used.

Describing responsibilities

The following sentences all describe the positions and responsibilities of some of the people in Sonntag plc. Notice in particular the prepositions in the sentences.

		<u></u>
Nina Smith	runs is head of is responsible for is in charge of	the Personnel Department. Personnel.
Helen Grey	deals with looks after takes care of sees to	Accounts,
Helen Grey and Paul Rees	are accountable to	Nina Smith.
Jane Ross	is accountable to	Mark Taylor.
Tina White	reports to	Fiona Harris.
Tina White	na White has one person under her.	