

21 世纪高职高专商务英语规划教材

English

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实用商务英语综合教程

教师用书 （第一册）



东南大学出版社
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总 序

21 世纪是全球经济一体化的时代,给人们带来了更多的机遇与挑战。随着国际经贸方法的更加灵活多样,对外商务联系与交往的日趋频繁以及中国经济融入世界经济的进程越来越快,努力培养和造就一大批具有国际视野、精通经贸业务、熟练掌握外语、能积极有效地参与国际竞争与合作的高素质商务人才已成为非常紧迫的时代课题。

高职高专教育是高层次的职业技术教育,是高等教育的一个重要组成部分。如何改革高职高专的商务英语教育机制,加强这一层次的商务英语学科建设、课程体系建设,特别是教材建设,对人才培养具有十分重要的现实意义。为此,东南大学出版社和江苏省几十所高职高专院校联合推出了一整套全新的高职高专商务英语系列教材。该套教材基于继承传统、重在创新的编写理念,以高职高专商务英语基本课程建设为依据,紧紧围绕国际商务的各种主题与实际的业务内容,广泛取材于当代国内外商务活动,材料新颖,内容充实,语言规范,信息量大,体现了知识性、实用性、系统性和技能性的有机结合,从而使学习者既学习国际经贸知识,又掌握当代流行的国际商务英语,注重培养学习者运用商务英语知识与技能从事国际商务工作的实际应用能力。

本套系列教材共分三个系列。第一系列为商务英语基础课程教材,包括《实用商务英语综合教程》(1-4 册)、《实用商务英语阅读教程》(1-2 册)、《实用商务英语听说教程》(1-3 册)、《实用商务英语口语教程》(1-2 册)、《实用商务英语函电》、《实用商务英语写作教程》、《实用商务英语谈判与实务》、《实用进出口单证与实务》、《实用国际贸易与实务》、《高职高专实用英语语法》等。今后还将陆续推出第二、三系列教材:商务英语专业核心课程教材和商务英语文化课程教材等。各套教材自成体系,同时又形成一个有机的整体。

本套系列教材的编写者都是多年来从事国际商务英语教学和工作的专家、学者和优秀的一线教师,有丰富的教学与实践经验,保证了教材的编写质量,具有一定的指导性与权威性。

本套教材的编写一直得到各院校、东南大学出版社的关心和支持,我们在此特致以衷心的感谢。

总主编 程同春教授

2006 年 8 月

21 世纪高职高专商务英语规划教材编委会成员单位

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前言

随着经济一体化和市场规范化的步伐加快,全球化进程越来越明显,英语作为国际贸易语言变得越来越重要,既具有专业知识又能熟练运用英语的复合型人才更加受到欢迎。为了适应高职高专教育教学改革的需要,培养大批既具有良好的英语语言能力又熟悉商务知识和商务操作的应用型高技能人才,我们组织编写了《实用商务英语综合教程》。本教材可供高职高专商务英语专业和国际贸易专业教学使用,也可供具有一定英语水平的从事外贸、商务等活动的人员培训及自学使用。

《实用商务英语综合教程》编写的基本出发点是把语言能力的培养和商务知识及技能的学习很好地结合。本教程的特点是基础性、实用性、科学性和新颖性等因素的和谐融合。基础性是指教程巩固并拓展学生中学阶段的英语知识和能力,打好语言基础;实用性是指教程紧扣高职高专学生的职业方向;科学性是指吸收先进的教学理念和方法,符合语言学习规律,利用现代信息技术手段,在内容和形式上力求合理呈现,有利于教师使用,有利于学生学习;新颖性是指材料新颖,选取最新的国际商务英语文章,涉及国际商务的基本理论知识、概念,国际上重大的政治、经贸动态、区域经济、外经贸事业在中国的发展,中国的经济改革,传统意义上的国际贸易,多边经贸组织,经济贸易的基本理论,市场经济的运作规律,现代企业的经营管理,国际经贸活动的基本概念与程序,有关的经贸法规、伦理和文化知识等。

《实用商务英语综合教程》共计为四册,一学期学习一册,两学年连续使用,各册相互之间为递进关系。本书为第一册,共八个单元和两个测试卷。每单元以模块结构作为呈现方式,具体模块如下:

Learning Objectives(教学目标),包括课文涉及的话题,主题性词汇,语法要点等。

Pre-reading Activities(阅读前活动),在课文 A 前面有此练习,练习形式为 Listening Comprehension(听力练习)和 Questions for Discussion(讨论题)。两者都与单元话题有关,目的是启发学生和提高学生的学习兴趣。

Text(课文),课文有 **Text A** 和 **Text B** 两篇。课文选材应选自国外书刊,内容新颖,话题与商务英语话题有关。课文配有使用英语和中文解释的 Words & Expressions(生词与短语),并适当做派生词,帮助学生扩充词汇。还有 Notes(注释),对课文来源、背景知识、专有名词、有关术语和商务知识以及艰深语句等作出解释等。

Word Study, Vocabulary Building and Word Formation(词汇学习、词汇扩展与构词法介绍),目的是让学习者对词语的用法举一反三,掌握词汇学习的有效方法,增强自学能力,熟悉更多的商务英语词汇和构词法,以便有效快速地扩大词汇量。

Post-reading Activities(阅读后活动),课文 A 后有 4 项练习,其形式为:1. 阅读理解,由浅入深,反映课文概貌,有助于学生理解课文;2. 选词填空,全部为课文中出现过的词和短语,进一步帮助学生加深对课文的理解;3. 大意归纳,再次检验和强化学生对课文的理解;4. 翻译练习,巩固课文 A 所学的词汇和句型。课文 B 后练习形式为:1. 正误判断,检查学生对课文的理解;2. 选词填空,巩固课文中出现过的词和短语;3. 听写,为课文 B 的大意,既练习听力理解又帮助课文理解。

Exercises(单元独立练习),其形式为: Structures(句法结构), Vocabulary(词汇), Translation(句子翻译), Cloze(完形填空), Reading Comprehension(短文阅读), Writing(写作), Presentation(Speaking)(口头发言), Enjoy Your Time(快乐时光)等。练习形式多样,对语言基本功进行深入、系统的训练,从听、说、读、写、译及文化等方面提高学习者的能力。

教材后附录 Vocabulary、Useful Expressions 和 Word Study,便于学习者查找。

本册教材由肖安法和赵芝英担任主编,袁萍、唐志华担任副主编,编者有沈剑、吕园园和熊杰。肖安法负责制定编写大纲、第 1 单元编写、附录编写和统稿工作,赵芝英负责第 6 单元编写和统稿工作,袁萍负责第 2 单元、第 5 单元和测试试卷 1 的编写,唐志华负责第 4 单元编写,沈剑负责第 7 单元和测试试卷 2 的编写,吕园园负责第 8 单元和测试试卷 2 的编写,熊杰负责第 3 单元编写。

本册教材教师用书分别由各单元编写者编写。在教学过程中,教师不必拘泥于教师用书,可以有选择地加以利用。我们主张采用折衷主义的教学方法,在充分发挥教师主导作用的同时,提倡学生自主学习,教师在备课时应针对每个单元甚至整本教材和单元之间的衔接通盘考虑,采用交互式教学方式,如 pair work, team work, group discussion, presentation, debate 等,或采用基于任务的方式进行教学。

建议每两周(8-12 课时)完成一个单元的教学,在听、说、读、写、译、文化等方面全面提高学生的语言能力和商务知识。本教材配有多媒体光盘和录音磁带。

在本教材编写过程中,我们得到了东南大学出版社的很多支持和帮助,在此,我们致以衷心的感谢。

由于编者水平有限,书中不妥之处在所难免,敬请广大读者批评指正。

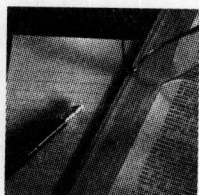
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2006 年 8 月

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Unit 1

The Nature of International Business

Part I Teaching Objectives

Students will be able to:

1. understand the nature of international business;
2. know the reason of learning international business;
3. review the grammar item: subject-predicate concord;
4. be familiar with the types of sentences according to structures and learn to write sentences;
5. master the key language points and grammatical structures in the text;
6. conduct a series of reading, listening, speaking and writing activities related to the topic of the unit.

Part II Teaching Procedures and Key Language Points

Text A

I. Leading-in Activities

1. Self-introduction of the Students and the Teacher.
2. Question-and-answer: Why I Choose to Learn Business English?

II. Pre-reading Activities

1. Listening Comprehension
2. Topic Discussion

III. Background Information: International Business

IV. Detailed Study of Text A

V. Classroom Practices and Exercises

VI. Assignments

1. Presentation: Why I Choose to Learn Business English?

2. Written Work: Translation.

Key Language Points

1. Key Words and Phrases

finance, adjust, promote, lack, interact, be related, a variety of, lead to, as a result, in most cases, carry out, differ from, to a great extent, regardless of, take on, be concerned about

2. Key Structures

differ from... for the following reasons, one... while another..., there is little doubt that...

Text B

I. Presentation: Why I Choose to Learn Business English?

II. Revision of Text A: Question-and-answer or Text Summary

III. Detailed Study of Text B

IV. Classroom Practice and Exercises

V. Assignments

1. Presentation: A Marketing Manager's or a Human Resources Manager's Duties.

2. Written Work: How to Learn Business English Well?

Key Language Points

1. Key Words and Phrases

affect, assess, ensure, launch, appreciate, keep pace with, a total of, a grasp of, involve, in order to

2. Key Structures

many of which, as well as, ... such as..., to ensure + that-clause

Part III Notes and Detailed Study of the Two Texts

Text A

Reference Materials

International Business

International business is a term used to collectively describe topics relating to the operations of companies with interests in several countries. Such companies are sometimes called MultiNational Corporations or MNCs. Points of discussion with this topic may include cultural considerations, which itself may include differences in law and legal systems, language barriers, living standards, climate and more. These have to be overcome for an MNC to be successful in an overseas venture. Well-known examples of MNCs include fastfood companies McDonald's and Yum Brands, vehicle manufacturers like General Motors and Toyota, consumer electronics companies like LG, Sony, and General Electric. International business may also refer to a company that is primarily based in a single country but acquires some meaningful share of its resources or revenues (or both) from other countries. An international business is different from a domestic business, a multinational business and a global business. A domestic business is a business that acquires all of its resources and sells all of its products or services within a single country, while multinational business is one that has a worldwide marketplace from which it buys raw materials, borrows money, and manufactures its products and to which it subsequently sells its products, and a global business is a business that transcends national boundaries and is not committed to a single home country.

Detailed Study of the Text

1. transaction *n.*

① a single business deal, esp. a sale or purchase 交易; 业务

He attends to the transaction of important business himself.

重要的业务交易他都亲自到场。

The transaction of the deal took a few days. 谈这笔业务花了好几天。

cash transaction 现金交易 exchange transaction 外汇交易

- ② statement of money paid or owed for goods or services 一笔账目; 客户的一次借账

The bank has already had a number of transactions this morning.

今天上午银行做了好多笔账。

2. carry out

- ① put into practice; execute 实行; 执行; 进行

We expect him to carry out his promises. 我们希望他履行诺言。

The group of scientists are carrying out some scientific experiments.

这组科学家正在进行科学实验。

- ② accomplish; fulfil 完成; 实现

By the end of last month our factory had successfully carried out its production plan for this year. 到上月底, 我们厂已圆满完成了今年的生产计划。

Once the work is started, it must be carried out completely.

工作一旦开始, 就要全部完成。

3. objective

- n. an object to be won; purpose of a plan 目标

The company has achieved its objectives. 公司已完成了目标。

We set the sales forces certain objectives. 我们给销售人员定了一些目标。

long-term/short-term objectives 长期/短期目标

- adj. not influenced by personal feelings or opinions; unbiased; fair 客观的; 如实的

They plan to carry out an objective survey of the market.

他们计划对市场做一次客观的调查。

You must be objective in dealing with all the staff.

你对待所有的员工都要客观。

4. take on

- ① to begin to have a quality or appearance 呈现; 具有(……特征)

The People's Square took on a festive air when Christmas was coming.

圣诞节来临的时候, 人民广场呈现出一派节日景象。

When the word appears in this context, it takes on a different meaning.

这个词出现在这种情境中时, 就有了不同的意义。

- ② to add 增加

I took on five pounds last month. 上个月我的体重增加了五磅。

He has been taking on flesh. 他发胖了。

- ③ to undertake; to begin to perform or deal with 承担; 开始处理

He has taken on a lot of work. 他承担了很多工作。

She took on the job of preparing the exhibition. 她负责准备展览。

5. primary *adj.*

① most important; main 主要的;首要的

Our primary concern is to provide the refugees with food and health care.

我们关注的首要问题是给难民提供食物和医疗。

② happening or developing before other things 初级的;原始的

That country has to import 90% of its primary goods.

那个国家必须进口其所需的 90% 的初级产品。

primary industry 第一产业;基本工业

primary market 初级市场(指市场中的销售者是产品的生产者)

primary goods/products 初级产品(指农产品、工业原材料、燃料等)

6. investment *n.* the act of investing; sth. invested or in which one invests 投资;投资额;投资物

He made an investment of one million dollars in that project.

他在那个项目中投资了一百万美元。

These oil shares were a good investment. 这些石油股票是优良的投资。

7. input *n.* something put in for use, esp. by a machine, such as electrical current or information for a computer 输入;投入

The meeting would not have been such a success without your valuable input.

没有你的宝贵投入,会议不会如此成功。

input of information 信息输入

capital/human input 资金/人力投入

8. retail

n. & adj. selling of goods, which are usu. not for resale, in small quantities to the general public 零售;零卖

A retail store is a shop that sells goods by/at retail.

零售店就是零卖商品的商店。

The retail price and the wholesale price are very different.

零售价格和批发价格差别很大。

Retail sales are up. 零售额增加了。

adv. by retail 零售地

Do you buy wholesale or retail? 你是批发购买还是零买?

9. participation *n.* the act of taking part in an activity or event 参加;参与

We want more participation in the decision-making. 我们想更多地参与决策。

The workers wanted more direct participation in the solution of production problems. 工人们想更直接地参与解决生产问题。

participate *vi.* to take part in an activity or event 参加;参与

Everyone in the class is expected to participate in the discussions. ①

希望全班同学都参加这些讨论。

The shareholders can participate in the management of the business and its profits. 持股人可以参与企业的管理和分红。

10. domestic *adj.*

① happening within a country and not involving any other countries 国内的。如:

You may take a domestic flight if you go to Shanghai from Beijing.

从北京到上海,你可以乘坐国内航班。

domestic trade 国内贸易 domestic market 国内市场

② used at home 家用的

domestic appliance 家用电器

Electricity charges can be at business or domestic rate.

电费可按企业用电和家庭用电来收取。

③ about family and home 家庭的;家事的。

I suspect Tony's domestic life isn't very happy.

我认为托尼的家庭生活并不是很幸福。

domestic violence/problems 家庭暴力/问题

11. extent *n.* the limit or degree of something's influence etc. 限度;程度。

The success of a marriage depends on the extent to which you are prepared to work at it. 婚姻的成功取决于你准备好经营它的努力程度。

to a certain extent/to some extent 在某种程度上

To a certain extent it was my fault that we lost the contract.

我们失去了这个合同,在某种程度上是我的错。

to a great/large extent 在很大程度上

These policies are to a large extent responsible for the country's economic decline. 这个国家的经济衰退在很大程度上归咎于这些政策。

to such an extent/to the extent that... 达到如此程度,以至于……

Violence increased to the extent that residents were afraid to leave their homes. 暴力事件不断上升,以至于居民们不敢出门。

12. be concerned about

① be worried about 对……担忧;在意……

Bill has never been particularly concerned about what other people think of

him. 比尔从来不在意别人怎么看待他。

I am very concerned about my mother's illness. 我非常担心母亲的病情。

② love; care 关心;挂念

How can you expect me not to be concerned about my own son? 你怎么能希望我不挂念我的儿子呢?

13. potential

n. possibility for developing or being developed 潜力;可能性

The boy has acting potential, but he needs training.

这男孩有表演天赋,但需要培训。

The products made in our factory have a big sales potential.

我们厂生产的产品销售潜力巨大。

adj. 有潜力的;潜在的

There is a potential market for our products in Europe.

我们的产品在欧洲有潜在的市场。

potential customers/buyers 潜在的客户/买主

14. expansion *n.* expanding or being expanded; the act or process of increasing in

size, range, amount, etc. 扩大;扩张

The expansion of business brought more profits to the company.

业务的扩大给这家公司带来了更大的利润。

the expansion of market 市场的扩大

15. variety *n.*

① a variety of—a group or collection containing different sorts of the same thing or people 许多;种种

Everyone arrived late at the party, for a variety of reasons.

由于种种原因,大家出席晚会都迟到了。

The girls come from a variety of different backgrounds.

姑娘们的出身背景各不相同。

We handle a large variety of canned food. 我公司经营各种罐装食品。

The T-shirts are available in a wide variety of colors.

各种颜色的T恤衫都有。

② a type of plant or animal 种类;品种

An eager farmer is always looking for new varieties of wheat.

渴求的农民总是寻找新的小麦品种。

16. in terms of — with regard to 就……而言;在……方面;根据……来解释

In terms of money we're quite rich, but not in terms of happiness.

我们很富有但不幸福。

In terms of customers' satisfaction, the policy cannot be criticized.

就顾客的满意度而言,这项政策无可挑剔。

17. quantity *n.*

① [U] amount 量;数量

Your work has improved in quantity and quality this term.

本学期你的作业在数量上和质量上都有提高。

② [常用复数] a large amount or number of 大量;许多

Quantities of arms were discovered hidden in the truck.

卡车上发现藏有大量武器。

③ in quantity — 大量地 in large amount; 在数量上

It's a lot cheaper if you buy it in quantity. 如果你大批量购买要便宜得多。

an increase in quantity 数量上的增长

18. analyze *v.* to examine or think about something carefully, in order to understand it 分析

A computer analyzes the photographs sent by the satellite.

计算机分析卫星发回的照片。

Could you analyze the text for us in detail?

你能给我们详细地分析下课文吗?

to analyze a statement of account 分析账单

to analyze the market potential 分析市场潜力

Text B

Reference Materials

Inventory Management

Inventory is stored resource (raw materials, work-in-process, finished goods) that is used to satisfy present or future demand. Inventory Management, also called Vendor Managed Inventory, Vendor Management Inventory, Inventory Control Management, and Inventory Control, is the management of the goods and materials held by an organization for future sale or use. The purposes of inventory management are to smooth-out variations in operation performances, to avoid stock out or shortage, to safeguard against price changes and inflation and to take advantage of quantity discounts.

Just-in-time systems

Just-in-time system, or just-in-time manufacturing, or JIT, is a management