

## MARKET LEADER

a new language course for tomorrow's business leaders

# 子验商务英语

## 视听说

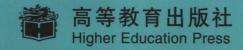
Video Resource Book

**Business English** 



Helena Gomm **Richard Crowe** Pamela Pickford Rosi Jillett

《体验商务英语》改编组





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## 本验商务英语 视听说 Video Resource Book

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策划编辑 贾 巍 张毅达

项目编辑 张毅达

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## 前言

为了迎接入世挑战,满足高等院校广大学习者学习商务英语的需求,高等教育出版社引进了培生教育出版集团出版的 Market Leader 和 Powerhouse 系列教材,并将这两套教材整合改编为《体验商务英语》系列教材。《体验商务英语》系列教材由《综合教程》、《同步练习》、《听说教程》、《视听说》、《教师用书》以及配套的录音带和录像资料组成,为学习者提供了全新的学习方式,即在体验中学习商务英语,进而提高运用英语进行商务交际的能力。

《视听说》由 Portfolio、Alliance 和 Business Leader Briefings 三个部分组成,特点主要表现在以下几个方面:将国际商务活动的真实内容引入课堂教学,让学生体验真实的商务世界。在商务英语教学中,缺少真实的商务活动,商务活动与英语教学不能充分融合,这一直是困扰教师的难题。本教材为商务英语教学提供了大量真实、生动的素材。Portfolio 包括 4 个短片,主题涉及面试、演示、关于公司命运的选择以及关于矛盾、商业趋势和产品描述的电视新闻,还有专家对短剧中提出的问题所做的点评;Alliance则围绕两家航空公司的合并与合作经营展开;Business Leader Briefings 涉及著名企业家访谈,主题包括全球化、人力管理、领导力、品牌建设、企业责任和创新等。

角色扮演和案例学习将体验式学习引向深入。本书的特色是设计了任务式、体验式的教学活动。各个部分设计了Talking points、Role play、Business assignment、Business forum等交际任务。交际任务目标明确,鼓励学习者将自己的经历和观点融入交际活动之中。每个交际任务都以真实的商务交际情景为参照,使学生在完成交际任务的过程中复用所学语言知识,提高交际能力。其中,Alliance部分提供的电视连续剧围绕两家航空公司的合作谈判,展示了一个完整的商务谈判案例。

教学设计严谨,为体验式学习打好基础。针对《视听说》里的电视剧和专题访谈剧本中的语言,全书配备了多种形式的练习。练习分为预热和背景练习、视听练习和讨论或案例题,分别对应视听之前、之中和之后三个阶段。通过完成这些练习,可以使学习者的商务听说技巧得到提高。

从学习者的需求和兴趣出发编写,使体验式学习更方便。《视听说》通过电视剧和专题访谈等形式展示商务活动的真实场景。短剧生动有趣,剧情引人入胜。真实访谈来源于《金融时代》"策略"电视节目,学生能有机会亲眼目睹、亲耳聆听诸如Welch、Bloomberg等世界著名企业家和跨国公司CEO对全球化、人力管理、领导力、品牌建设、企业责任和创新等方面的见解,从而能调动学生的学习兴趣,激发他们对这些关键商务问题的深入思考。

教学资源丰富,为体验式教学提供有力支持。本书配有 DVD,提供难得的高质量的商务情景短剧。

本书编排循序渐进,可与《综合教程》配套使用,也可以独立使用。既可以作为商贸、经管、财金等专业的商务英语教材、也可以作为英语专业教材、大学英语选修课教材和行业培训教材。

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通信地址:北京市西城区德外大街4号

高等教育出版社打击盗版办公室

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# MARKET LEADER

## **Portfolio**

Helena Gomm



## Introduction

Portfolio consists of four separate films, each of which illustrates themes and extends language introduced in the Market Leader Pre-Intermediate Course Book. Three of the films are dramas and the fourth is in the style of a business news programme. The dramas cover subjects such as job interviews, stress management, giving presentations, entertaining, marketing and managing people. Each drama is followed by a short interview with a business expert, who comments on the issues raised. The news programme takes a look at the international business world, conflict at work and product description.

Portfolio can be used alongside the Market Leader course or as freestanding material for students of pre-intermediate level.

## **Video Resource Book**

The Video Resource Book material is divided into sections.

## Before you watch

These sections have warm-up activities and introductory exercises to encourage students to start thinking about the issues raised in each particular part of the video, and to introduce them to some of the vocabulary they will encounter. They may contain letters, advertisements, e-mails and faxes, designed to support and develop the video content. While the *Video vocabulary* exercises are intended to aid comprehension, students may also want to learn these business words and expressions for productive use.

### Video on

The questions and exercises in these sections focus on the topics and language of each part of the video.

Part A consists of initial gist comprehension questions. Students should be encouraged to read these questions before they watch the video. Part B focusses on more detailed comprehension.

These sections end with *Talking points* questions to encourage students to discuss their own personal responses to the ideas expressed in the video.

## The expert's view

These sections follow each of the three dramas. A business expert is asked a series of questions about the issues raised in the video. Students look at what the expert says and also give their own responses. A final role play activity gives them the opportunity to practise what they have learnt in a controlled situation.

The *Video Resource Book* contains the video script and an answer key. You may like to give students the video script at the end of their work on each unit.

## In Camera

## Part 1 00:00-03:15

## Before you watch

In this video you will meet Steve Morgan. He is a young dynamic salesman. He is looking for a new job.



- Read the job advertisement and Steve Morgan's CV. Then answer these questions.
  - 1 What qualities are Bateman Retail Technologies looking for in a new salesperson?
  - 2 What skills do candidates for this job need?
  - 3 Do you think Steve Morgan is a good candidate for the job?

## SALESPERSON REQUIRED

## **Bateman Retail Technologies**

We are looking for an experienced salesperson to sell our exciting range of products. Have you got the qualities and skills we need?

- Do you have at least five years' experience of working in sales?
- Are you confident, dynamic and enthusiastic?
- Do you have advanced IT skills and an interest in e-commerce?
- Do you have the ability to motivate a team?

If so, apply now to Box 301.

Name	Steve Morgan
Address	8411

37 Summerfield Avenue Address

London W3 OYT

Telephone 020 7866 3421

## Education

1986-1993 **Dunstone Grammar School** 

A-levels in maths, economics,

geography

1993-1996 Loughborough University

Degree in business studies

## Work experience

1996-1998 I worked as a salesman at

Portman Computers for three years, selling a wide range of software and hardware. In 1998 I won the company's salesperson

of the year award.

1998– present I am at present Sales Manager

for the southeast division of Brightland Communications. I manage a team of 20 salespeople and I am responsible for sales of communications equipment in the southeast of the country.

### 2 Are the following sentences true or false?

- 1 Steve went straight from university to his first job.
- 2 Steve stayed in his first job for only two years.
- 3 Steve's first company was not pleased with his work.
- 4 Steve was given more responsibility in his second job.
- 5 Steve does not have a job at the moment.

## Video vocabulary

The words and expressions in bold are from the video. Match them with their definitions.

- 1 'You're a salesman, a good, dynamic salesman.'
- 2 'You're a bit nervous because the job description asked for advanced IT skills.'
- 3 'What do you know about their main competitors?'
- 4 'I'll ask them about their policy on after-sales support and customer care.'
- 5 'I don't know how much profit they made.'
- 6 'You haven't even checked out their product line.'

### **Definitions**

- a) other companies in the same industry
- b) money that a company makes when it has paid all its costs
- c) energetic, enthusiastic
- d) the things they make and sell
- e) making sure people who buy their products are happy
- f) worried, anxious

## Video on

- A Before you watch Part 1 of the video read these questions.
  - 1 Where is Steve going?
  - 2 Who starts talking to him in the street?
  - 3 Does Steve want to talk to Jim?
  - 4 Why is Steve nervous?
  - 5 Is Steve properly prepared for his interview?
  - **6** There is one very important thing about the company that Steve doesn't know. What is it?
  - Watch Part 1 of the video and answer the questions above.
- B Watch Part 1 of the video again. Then select the correct answer.
  - 1 Steve is worried that
    - a) he hasn't enough experience to get the job.
    - b) his IT skills are not good enough to get the job.
    - c) the job doesn't have a high enough salary.
  - 2 Iim thinks that Steve should know
    - a) what bonuses he will get in the job.
    - **b)** how quickly he can get promotion.
    - c) what the company's products are.



- 3 Steve decides to ask
  - a) what products the company sells.
  - b) what the company's customer care policy is.
  - c) what the company's market share is.
- 4 Jim thinks Steve is
  - a) a good salesman who is badly prepared for his interview.
  - b) a poor salesman who needs help to prepare for his interview.
  - c) a good salesman who knows everything he needs for his interview.

## **Talking points**

Þ	Tick $(\checkmark)$ the things that Jim	thinks Steve ought to know about the company.
	its products	
	the salary it is offering	
	its market share	
	its after-sales policy	
	the names of its directors	
	its customer care policy	
	its profits	
	its competitors	

Do you agree with Jim?

When you go for job interviews do you find out any of these things first?

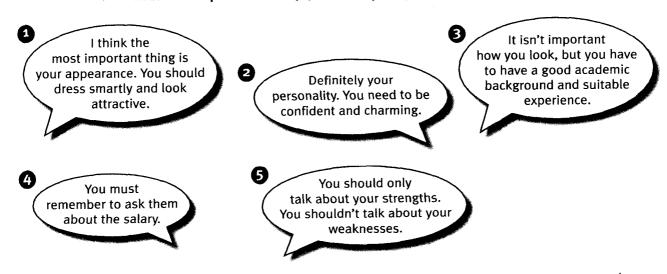
## Part 2 03:16-05:37

## Before you watch

6 What do you think is the most important thing in an interview?

Five people were asked the question above.

Read their replies and tick  $(\checkmark)$  the ones you agree with.





## Video vocabulary

The words in the box are all from the video. Use them to complete the sentences.

	impression positive	enthusiastic	relax	charming	motivate	
1	Good managers harder.					
2	It is important to nervous.			_ in an inter	view so that	you don't look
3	It is good to have a be fine.		<del></del>	attitude	e – to believe	that everything will
4 5 6	To make a good		mai	n, always po	olite and plea	asant to others.
	Video on					
	A Before you watch Par  1 What does Steve s  2 What does Jim thin  3 Why is the company's  b) The company is  c) The company is  d) The company is  Why is the company is  Does Steve have a  Watch Part 2 of	say is the most his the most ny recruiting? so business is got losing mone has a high tur has just lost a ny recruiting, any experience of the video and	it import import Tick ( Tick ( Trick (	rtant part of tant part? () the reaso () of staff. er of staff. ing to Jim? rer the ques	ns Steve sug	gests.
(	important than anyth  Jim: Just be 3  encourage people to	the rooning else.  full candidate. Yo deals. You cang your comput	om. Firs	Steve. Belie wh gy and idea t years of 6	eve in yourse en they're wi s a	. You're sales team. You are
	Ves but you still don				•	



## Talking points

- Jim asks Steve if he has practised answering questions out loud on his own. How do you practise for interviews?
- What do you think of the rest of Jim's advice?

## Part 3 05:38-10:32

## Before you watch

In Part 3 of the video, Steve says:

6 No customer care, no customer loyalty. 9

## What do you think he means? Choose the best explanation.

- 1 Customers nowadays are not interested in buying from the same company all the time.
- 2 Companies have to look after their customers or they will not buy from them again.

Do you think Steve is right?

## Video vocabulary

Match words 1 to 8 from the video with their opposites a) to h).

1	falling —	a)	clever
2	decreased	b)	easy
3	nervous	c)	higher
4	expansion	d)	strong
5	weak	e)	rising
6	difficult	f)	increased
7	lower	g)	confident
8	stupid	h)	contraction

## Video on

V	lut	eo on					
Δ	Bei	fore you watch Part 3 o	of the video read these questions.				
•	1	Who is the woman in t	the waiting room?				
	2	Who does Steve think	she is when he first meets her?				
	3	Why is Steve taking ar	n evening course?				
	4 Steve says he isn't very impressed by a lot of retail websites. Tick (✓) the real he gives.						
		a) They are badly des	signed and difficult to use.				
		<b>b)</b> They give you too	much information.				
		c) They don't work pr	roperly.				
		d) They don't provide	e good customer care.				
		e) They don't tell you	ı if something is sold out.				
		f) Their prices are jus	st as high as those in shops.				
	5	What does Bateman R	Retail Technologies sell?				
	Œ	Watch Part 3 of the	video and answer the questions above.				
<b>3</b>	Œ	Watch Part 3 of the	video again. Then select the correct answer.				
	1	Bateman Retail Techno	ologies is recruiting new staff because				
		a) a lot of people have	ve left the company.				
		<b>b)</b> the company is ex	panding.				
		c) it is worried about	falling share prices.				
	2	Steve's evening cours	e is about				
		a) how to make on-li	ne selling easy and attractive.				

- **b)** how to improve your interviewing skills.
- a) how to improve your interviewing states
- c) how to increase a company's market share.
- 3 Steve mentions a multiple-choice web page as an example of
  - a) good customer care.
  - **b)** the latest internet technology.
  - c) bad customer care.
- 4 Steve thinks on-line retailers should have lower prices than shops because
  - a) they need to attract more customers.
  - b) their overheads are lower.
  - c) they often sell out of the products customers want.

## **Talking points**

- Do you think Steve will get a job with Bateman Retail Technologies?
- Do you think Jennifer should have introduced herself earlier?
- Do you buy things on-line? What do you think of retail websites?