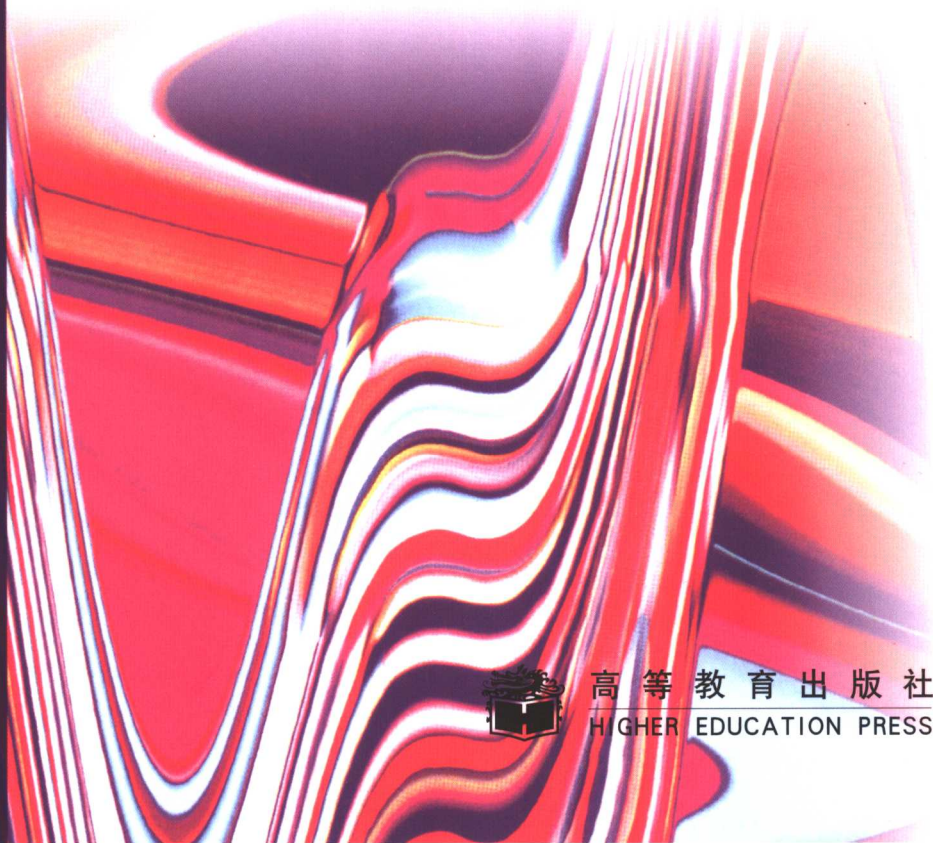


国际商务系列教材

# 国际 商务文秘

总主编 涂小贞

主 编 王 贞 唐小毅



高等教育出版社  
HIGHER EDUCATION PRESS

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# 前言

随着新经济时代的到来和全球经济一体化进程的加剧,中国比以往任何时候都更加需要既通晓英语交际,又熟悉国际商务理念和惯例的国际化人才。在此背景下,我们在多年教学研究和实践的基础上,主动实施国际化战略,积极引进英国职业教育国家职业资格证书(NVQ: National Vocational Qualifications)体系中科学的教育理念,在教学实践中实施国际商务与英语教学一体化和教学与评估一体化的教学策略,以学生为主体,以教师为主导,突出教学的过程评估,强调学生职业能力和核心技能的培养。在上述教育思想和理念的指导下,经过编委们的精心策划和编写人员的共同努力,最终编著成了这套特色鲜明的国际商务系列高职高专类双语教材,希望能够为我国培养高职层次的国际化商务英语专业人才尽自己的绵薄之力。

本系列教材是新世纪广东省高等教育教学改革工作项目《中英职教商务文秘专业课程改革与实践》的成果之一。该项目由广东省教育厅牵头,与英国文化委员会合作开发,在教育部高职高专教育英语课程教学指导委员会的具体指导下,由深圳职业技术学院应用外国语学院负责实施。该系列教材的讲义曾在深圳职业技术学院应用外国语学院学生中试用,经过不断修改和润色,最终形成了本套国际商务系列双语教材。

本系列教材包括《国际市场营销》、《国际贸易实务》、《商务人力资源管理》、《国际商务管理》、《电子商务》、《国际商务交际》和《国际商务文秘》共7本。该系列教材独辟蹊径,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与规律,既具国际视野,又有中国特色,具体表现在以下5个方面:

1. 指导思想国际化:本教材的编写借鉴英国国家职业资格证书(NVQ)教育科学的教学指导思想、先进实用的育人理念、以学生为中心的教学方法、模块化的教学方式、重在过程的多元化教学评估、强调核心技能的素质教育实践,从选材、体例到评估都体现了国际上先进的职业教育理念。

2. 评估体系的多元化:本系列教材在全国首创科学的教学评估体系,每本教材都配备了可操作性强、评估标准明确的《教学评估手册》,要求教学双方实施评估

内容、形式、方法、主体、时段的多元化。多元化评估有利于客观地评价学生的职业能力,促进学生持续地学习,培养学生良好的自学能力和自我评价能力。该手册的推出将是中国高职教育教材创新与改革的一大创举。

3. 核心技能的渗透化:本系列教材的学习任务和评估在设计上充分考虑了高职学生核心技能的培养,在学生活动和评估中培养专业技能的同时潜移默化地培养学生的沟通技能、ICT(Information and Communication Technologies)技能、团队合作技能和解决问题的技能等。

4. 教学设计的互动化:教材的编写与教学活动设计体现了“教师与学生的互动、课上与课下的互动、学校与社会的互动、学生与网络的互动、学生与学生的互动”。

5. 教材使用的人性化:教材的体例按照教学流程设计,每单元提供教学目标,中间穿插各种活动、任务和案例分析等,单元后提供项目模拟和能力评估标准,既便于教师教授,又适合学生自学。本系列教材的选材能够满足国际商务一线人员工作的需要,保证学生能够做到“学以致用”。

本系列教材的编写得到了广东省教育厅高教处、外事处的大力支持。深圳职业技术学院相关单位和领导从项目的申报到成果的产出均给予了方方面面的帮助,校长俞仲文教授更是站在我国高职教育创新发展的战略高度,对本系列教材的编写给予了具体的指导。外籍专家 David Winfield, Peter Luca 等做了大量英文审校工作。此外,深圳职业技术学院应用外国语学院的老师参与了教材编写的前期准备和教材的试用工作,为本系列教材的编写与出版做出了贡献,谨在此一并表示感谢!

由于编者水平和经验有限,错误和缺点在所难免,欢迎广大读者批评指正。

编者  
2006年3月

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# **Part I**

## **For Students**





# Unit 1

## Being a Secretary

### *Learning Elements*

- 1.1 The Secretary's Role
- 1.2 Career Development

### 1.1 The Secretary's Role

A secretary is defined by the Professional Secretaries International Organisation (PSI) as “an executive assistant who possesses a mastery of office skills, demonstrates the ability to assume responsibility without direct supervision, exercises initiative and judgment, and makes decisions within the scope of assigned authority.”

However, the secretary was historically regarded as “a mere servant” responsible for keeping statutory records and performing certain administrative tasks. Currently, the position of the secretary has changed a great deal in the past 50 years. With repetitive work being carried out by office technology, secretaries today take more responsibility for administration and supervision. It may enable her/him to work for more than one person as a “team” secretary, which can make for a more interesting and involved role. Duty requirements depend on the personality of the secretary, her/his interest in and knowledge of the organisation she/he works for, and the attitude of the firm towards promotion for secretarial staff.

This book will illustrate in detail a secretary's job and major duties performed in respect of daily office procedures, data and information processing, communication tools, relevant financial support and other knowledge or skills involved.

### 1.1.1 Duties of a Secretary

Secretaries perform a variety of clerical and administrative duties needed to run an office effectively.

Secretaries carry out and coordinate an office's clerical tasks. They also make sure that correct information is given out to staff and clients. Secretaries work in all types of firms and organisations. Secretaries spend much of their day dealing with information. They answer the phone and give information to callers. They may also transfer calls or take messages. They schedule meetings and appointments. They often make travel arrangements for out-of-town meetings. Secretaries may work with clients in other ways. In some offices, they place orders or provide other client services.

Secretaries organise and use paper and computer files. They produce letters and documents from files, inserting changes and corrections. They make notes of meetings and compose letters and memos. They compile lists or other data from various sources. To do these tasks, secretaries store and retrieve data, usually in computer files. Many offices also keep paper files for some types of data. Secretaries maintain and monitor all these files with highly efficiency.

In many offices, automation (using machines to do work) has freed secretaries to take on new tasks. They may conduct research on the Internet and write reports of their findings. They may also manage projects using database management software. In large offices, secretaries often use computers to keep track of supplies and when they order them.

Secretaries use a variety of office equipments to do their work. They use fax machines, copiers, and complex phone systems. They may use complex computer software to run spreadsheets or do desktop publishing. With the help

of modern office facilities, managers and executives often perform much of their own word processing. Secretaries in these offices support several members of the professional staff. They often work as part of a team.

An example of a typical secretary's job description is given in Figure 1.1.

## **JOB DESCRIPTION**

<b>Job Title</b>	Secretary
<b>Accountable to</b>	Office Manager
<b>Pay Range</b>	E10
<b>Date</b>	8 May, 2004

### **Job Summary**

Schedules appointments, gives information to callers, takes dictation, and otherwise relieves officials of clerical work and minor administrative and business detail.

### **Main Responsibilities**

- Receives dictation and transcribes it by using a word processor, composes correspondence and summaries reports. Uses the computer system to transmit electronic mail.
- Receives and prepares incoming mails and, at the end of the day, deals with the Office Manager's outgoing mails.
- Receives and entertains visitors.
- Handles telephone calls and transmits messages by fax or telex.
- Keeps the Office Manager's diary; arranges his/her appointments and engagements; assists him/her in planning his/her day to ensure the most effective use of his/her time.
- Makes the Office Manager's travel arrangements.
- Ensures that all correspondence and enquires have been processed and actioned where necessary and that all records are filed accurately for speedy retrieval. Administers an effective follow-up system.
- Organises and attends meetings.
- Organises the office, maintains wall-charts and statistical data.
- Supplies information, using teletext and database services and reference books; circulates information as directed by the Office Manager.
- Controls the Office Manager's petty cash, bank transactions and expense claim forms.
- Supervises junior secretarial staff and administers their induction training, job allocation, appraisal, disciplinary and complaint procedures.
- Organises conference and special events, as required.
- Controls stationery and office materials for the office.

- Complies with the company's health, safety and security regulations.
- Undertakes other duties as assigned.

#### **Knowledge, Skills, and Abilities**

- Knowledge of modern office procedures and methods including telephone communications, office systems, and record keeping.
- Knowledge of modern business communication, including style and format of letters, memoranda, minutes, and reports.
- Skill to use a personal computer and various software packages.
- Skill to type 50 words per minute.
- Ability to establish priorities, work independently, and proceed with objectives without supervision.
- Ability to handle and resolve recurring problems.

#### **Credentials and Experience**

- Associate degree with courses in secretarial/office administration.
- Two-year related experience.
- Equivalent combination of education and experience.

#### **Special Requirements**

Willing to work overtime, holidays, and weekends as requested by Office Manager.

**Figure 1.1 A Sample of Secretary's Job Description**

#### **Practice 1**

"A secretarial post calls for much initiative because it is possible for a good private secretary to save her/his employer a great deal of time by the quick anticipation of the manager's requirements and possible future actions." Justify this statement.

### **1.1.2 Academic and Professional Qualifications**

Much of the secretary's work is done in the office, as a result, it is essential to master the latest equipment and information technology to carry out many and varied responsibilities more effectively. For a secretary who wants to grow

professionally, she/he should keep up with developments in this field and in the business world in general.

## Practice 2

Look carefully at the following advertisements for secretary or administrative staff and make a list of all the academic and professional qualifications requested.

Discuss your findings with other members of the class. Compare the needs of each job. Are there any skills needed for all the jobs advertised? If there are, make a list and keep it for future reference.

### 1) Post Title: Secretary to Chief Officer

Vacancy Ref: CF1294

Grade: Scale 5/6

Department: Corporate Services

Service: Financial Management

Section: Financial Development

Salary: £17,922~£21,654

Closing Date: 24/06/05

Providing an effective and confidential secretarial service to Chief Finance Officer, your duties will include a range of administrative tasks including diary management and word processing. You will also filter telephone calls whilst dealing with general enquiries.

Working as part of a small team, you will be organised and able to manage your own workload. Experience of producing correspondence and reports is also required.

To obtain an application form please contact Juan Wright on 0208 562 7846 or e-mail to [personnel@glorory.co.uk](mailto:personnel@glorory.co.uk).



## 2) THE UNIVERSITY OF HUDDERSFIELD

SCHOOL OF ENGINEERING

PART-TIME SECRETARY

to assist with marketing and admissions

Post Ref: 2222

Part-time: 18.5 hours per week

Salary: Grade B pro rata £9,156 to £11,432

With excellent organisational and telephone skills, the successful candidate will help arrange meetings, liaise with outside agencies and carry out more general secretarial duties.

Applicants should be enthusiastic, able to work on their own initiative and be qualified to word processing.

Further details and application forms may be obtained from the Personnel Office, University of Huddersfield, Queensgate, Huddersfield HD1 3DH.

Tel: 01484 472845

Fax: 01484 473150

E-mail: [personnel@hud.ac.uk](mailto:personnel@hud.ac.uk)

## 3) Administrative Assistant

Disability Care Links requires an Administrative Assistant to work in its central London office. The job involves a variety of administrative duties. These will include filing, letter writing, sorting post, obtaining information from a computer, photocopying and maintaining records. Training will be provided, if necessary, to equip the job-holder with computer skills to enable them to use the organisation's computer system.

Applicants are required to have two GCSEs (General Certificate of Secondary Education) at grade C or above (or equivalent) including English Language and preferably some experience in administration.