



“十二五”职业教育
国家规划教材

职业教育
行业英语立体化系列教材
English for Your Career

物流管理英语

English for Logistics Management



《物流管理英语》编写组 编

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UNIT 1

An Introduction to Logistics

Unit Preview

In this unit, you will learn

- > the definition of logistics;
- > the background and development of logistics;
- > the main functions of logistics;
- > the modes of transportation.

Workplace Speaking

Situation 1 Mark is a third year student at a vocational college. Davie is a freshman in the same college. They are from the same high school so they know each other. They meet on campus one day at the beginning of the new term.

Sample Dialogue 1

Mark: Hi, Davie. Haven't seen you for a long time. How are you?

Davie: Fine, thanks. And you?

Mark: I'm fine, too. I've heard you and I are in the same department.

Davie: Yes, and we both major in logistics. However, I do not have much idea about it. What is it all about?

Mark: Oh, generally speaking, logistics is the science of ensuring that the right products reach the right place in the right quantity at the right time to satisfy customer demands.

Davie: Mm, sounds interesting. Does logistics mean transportation and delivery?

Mark: That's not the whole story. Modern logistics is related to the effective and efficient flow of materials and information. It is a vital economic sector to customers and clients in our society. It involves such functions as packaging, material handling, loading and unloading, transporting, warehousing and inventory, processing, cargo distributing, and so on.

Davie: Oh, it is indeed a very complicated system.

Mark: Yeah, it is actually the systematic management of various activities. Nowadays logistics has become a hot subject in China.

Davie: Wow, I really have to do my best to learn it well.

Task 1 *Group work: Read the above dialogue and discuss what is meant by logistics and its contents with each other.*

Task 2 *Pair work: Make a conversation with your partner to illustrate the application of logistics in real life.*

Situation 2 Joe is the manager of the human resources department of a logistics company. He is giving a training course to a new employee, Ava.

Sample Dialogue 2

Joe: Good morning. Welcome to our company!

Ava: Good morning, sir.

Joe: I'm Joseph Johnson. Just call me Joe. Now I'm going to give you an orientation training.

Ava: Joe, I'm not a graduate of logistics, so I know little about the subject.

Joe: Well, modern logistics is one of the most challenging and exciting areas in the world. I think you'll be interested in it.

Ava: To begin with, what is the origin of logistics?

Joe: Logistics is considered to have originated in the military's needs for supplies.

Ava: So is it very important?

Joe: Sure. It encompasses transport organization, army replenishments and material maintenance.

Ava: But I understand that the concept of logistics is now mainly used in the business world.

Joe: That's true. While the term of logistics can be defined in several ways, the business concept is the most well-known one. The business-planning framework for the management of materials, services, information and capital flows, including the increasingly complex information, communication and control systems is required in today's business environment.

Ava: The job sounds highly demanding and appealing to me. You know, my major is computer science.

Joe: Never mind. We value diversity. That's why we recruit a variety of people from different occupations for the management of logistics. Of course, it's important that people involved in day-to-day work of logistics have a basic understanding of it.

Ava: What is the objective of logistics management then?

Joe: The overall goal of logistics is to achieve a targeted level of customer service at the lowest possible total cost.

Ava: I see.

Task 3 *Group work: Read the above sample dialogue and discuss the origin and development of logistics.*

Task 4 *Pair work: Make a conversation with your partner, discussing why logistics companies employ staff from different professions.*

Workplace Listening

Situation 3 A Career in Logistics—Is It Right for You?

Task 5 *Listen to the passage and answer the following questions.*

1. What are the aspects of logistics that appeal to people?
2. What kind of knowledge should a person working in logistics possess?
3. What qualities should a logistics manager have?
4. What kind of knowledge should a logistics manager possess?
5. What's your plan if you want to get into the line of logistics in the future?

Situation 4 **Bob, the manager of the human resources department in a logistics company, is receiving Nick, a potential business partner.**

Task 6 *Listen to the conversation and complete the sentences.*

Bob: Good morning, Nick. Welcome to our company. How is your flight to Guangzhou?

Nick: Very nice, thanks. It's very kind of you to receive me.

Bob: It's my pleasure. Our general manager told me that you want to know more about our company. Now let me show you around first. This way, please.

Nick: OK. How many 1 does your company have?

Bob: Now there are 2 here in the headquarters.

Nick: How many departments do you have?

Bob: We have 3, and 4 located in different parts of the country. Please take a look at the opposite building there. It houses the offices of the departments of 5.

Nick: Oh, I see. How about your quality control?

Bob: On the top two floors in that building are the offices of quality control. They are in charge of 6.

Nick: It appears that you put much emphasis on quality control.

Bob: Yes, that's true. We always give priority to quality. On Floors 3 and 4 is the department of business operation.

Nick: What responsibilities does that department have?

Bob: It takes charge of the management of 7.

Nick: Then what kind of transportation does your company use?

Bob: We have 8. Land transportation includes highway and railway. But we outsource air and sea freights since we don't possess our own aircrafts and ships.

Nick: Where is your research and development center? You know we 9 software programming. I'm looking for an opportunity to cooperate with you on that line.

Bob: Mm, information is always key to the success of logistics. With your technology and experience, as well as our 10, I'm sure our cooperation will be promising.

Nick: Great. I'll discuss further details with your boss.

Workplace Reading

Passage 1

What Is Logistics?

The term *logistics* can be traced back to ancient Greece where the original term *logos* meant ratio, calculation and reason. At that time, the person engaged in *logistics* was responsible for ensuring supplies to be distributed correctly. Even then, military commanders were aware of the importance of good logistics for their victory in the war. In history, many military operations owed their failure to lacking an efficient logistic line.

(被)追溯到

负责
意识到

Then what is modern logistics? A widespread concept is that logistics is "the movement of goods". But in fact, that is a narrow concept. Logistics is much more and much wider than mere physical handling of goods. It is the management of the flow of goods, information and other resources, including energy and people, between the point of origin and the point of consumption in order to meet the requirements of consumers or corporations. Logistics involves the integration of information, transportation, inventory, warehousing, material handling, packaging and often security.

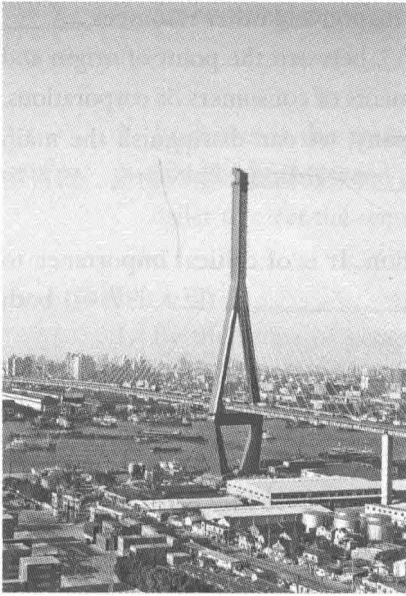
消费地

涉及

Simply, logistics can be described as the art of achieving the "six rights", which include:

被描述为

- > getting the right things (or people);
- > in the right quantity;
- > to the right place;
- > at the right time;



- in the right condition;
- at the right price.

Logistics involves a great variety of areas. For example, according to the roles played by logistics in a company, we can distinguish the main sectors of it as **procurement logistics**, production logistics, sales logistics, waste recycling logistics, and waste disposal logistics. By the scope of geography that logistics spans, we can divide it into regional logistics, national logistics as well as international logistics. According to the subject of logistics activities, it falls into the first-party logistics, the second-party logistics, the third-party logistics as well

采购物流

as the forth-party logistics. In terms of the nature of logistics system, it can be divided into social logistics, enterprise logistics, and industry logistics.

Logistics has existed since the beginning of civilization. It is of **critical** importance to human survival, and it has a huge impact on both domestic and global economy. Logistics facilitates market exchanges of goods, provides a huge source of employment, and is a major purchaser of **assets** and materials. And at the same time, it affects both our quality of life and our success to a **large extent**. We have been depending on logistics to provide the best that the world has to offer. Every product in our home has, in some way, been touched by this incredible field. No other area of business operations involves the complexity or spans the geography of logistics. It is difficult to visualize the accomplishment of any marketing, manufacturing, or international commerce without logistics. Just as a man who has been several years in logistical management says, "The future belongs to logistics."

非常重要的

资产

在很大程度上

Task 7 Read the passage about what logistics is. Then work in pairs to speak out the common expressions given in brackets.

1. The term *logistics* can be traced back to ancient Greece where the original term *logos* meant _____ (比例、计算、推理).
2. A widespread concept is that logistics is _____ (货物的流动).

3. Logistics is the management of the flow of goods, information and other resources, _____ (包括能量和人), between the point of origin and the point of consumption in order to meet the requirements of consumers or corporations.
4. According to the roles played by logistics in a company, we can distinguish the main sectors of it as _____ (采购物流、生产物流、销售物流、废弃物回收物流、废弃物处理物流).
5. Logistics has existed since the beginning of civilization. It is of critical importance to human survival, and it has a _____ (巨大的影响) both domestic and global economy.
6. Just as a man who has been several years in logistical management says, " _____ (未来属于物流)."

Task 8 *Read the passage again and supply the missing words or expressions to complete the following statements in pairs.*

1. Even then, military commanders _____ the importance of good logistics for their victory in the war.
2. Logistics is the management of the flow of goods, information and other resources, including energy and people, _____ in order to meet the requirements of consumers or corporations.
3. Logistics involves the integration of _____.
4. Simply, logistics can _____ of achieving the "six rights".
5. Logistics has existed since the beginning of civilization, it _____ human survival, and it has a huge impact on both domestic and global economy.
6. And at the same time, it affects _____ to a large extent.

Task 9 *Work in groups and discuss the following questions.*

1. What is the origin of the term *logistics*?
2. What is the definition of logistics?
3. According to the roles played by logistics in a company, how many main sectors can we distinguish logistics?
4. What is the importance of logistics?

Task 10 *Read the following sentences taken from Passage 1 and work in groups to translate them into Chinese.*

1. The term *logistics* can be traced back to ancient Greece where the original term *logos* meant ratio, calculation and reason. At that time, the person engaged in *logistics* was responsible

for ensuring supplies to be distributed correctly.

2. Logistics is the management of the flow of goods, information and other resources, including energy and people, between the point of origin and the point of consumption in order to meet the requirements of consumers or corporations.

3. By the scope of geography that logistics spans, we can divide it into regional logistics, national logistics as well as international logistics.

4. Logistics has existed since the beginning of civilization. It is of critical importance to human survival, and it has a huge impact on both domestic and global economy.

5. Logistics facilitates market exchanges of goods, provides a huge source of employment, and is a major purchaser of assets and materials.

6. It is difficult to visualize the accomplishment of any marketing, manufacturing, or international commerce without logistics.

Passage 2

Who Works in Logistics Management?

The demand for logistics managers at all levels is high. According to the report by the Collegiate Employment Research Institute, logistics is a field with more positions than graduates each year. *The Wall Street Journal* reports that senior logistics management talent is in short supply. As logistics managers' roles and value have grown, the need for well-educated, talented professionals with a diverse array of skills has emerged.

The increasing importance of analytical, strategic, and technological activities also makes logistics an attractive career to more people. As a result,

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the number of **minorities** and women entering the field of logistics directly from high school, college, and from other fields is increasing rapidly. Another factor that **contributes** to the changing face of logistics is the value that organizations are placing on diversity today.

Successful organizations realize that diversity gives them an edge in the highly **competitive** global marketplace. As a result, they are recruiting a variety of people from all occupations for their logistics management positions. This strategy is highlighted here by two companies:

“It makes good business sense to have a workforce that reflects the marketplace at large. We recognize the value that a diverse management team brings to our company—the ability to

reach out to the entire world,” says one company.

“We **recruit** from a wide pool because we need all the skills that are out there. The bottom line is that our organization wants people with excellent skills, regardless of their ethnic background, **gender**, or age,” says the other.

According to recent surveys, women and minorities are discovering the high value of logistics and being enrolled in degree programs across the nation. For example, at the University of Nevada-Reno, 45 percent of graduates are female, **compared to** zero just six years ago. The number of women and minorities in logistics management positions and professional organizations is on the rise as well.

Clearly, logistics is a discipline worthy of attracting the best and the brightest people from all occupations. Anyone with the education, skills, and drive to succeed can build a **prosperous** career in logistics management.

Logistics involves so many critical business activities that nearly every Fortune 500 and Global 500 company can be considered a potential employer for logistics managers. The same can be said for smaller public and private companies around the world. From the largest automobile manufacturers to the smallest zipper producers, any company that **purchases** and/or sells products has a need for logistics professionals to manage the flow of products and information locally, nationally, and internationally. Service firms like hospitals and restaurant chains such as McDonald’s must also manage logistics activities.

少数民族

有助于

竞争的

招聘

性别

与……相比较

成功的

购买

Task 11 *Work in pairs to complete the following statements with the information from Passage 2.*

1. As logistics managers' roles and value have grown, the need for _____ has emerged.
2. The increasing importance of analytical, strategic, and technological activities also makes logistics _____.
3. Another factor that _____ is the value that organizations are placing on diversity today.
4. The bottom line is that our organization wants people _____.
5. Clearly, logistics is a discipline worthy of attracting _____.
6. From the largest automobile manufacturers to the smallest zipper producers, any company that purchases and/or sells products has a need for logistics professionals to _____.

Task 12 *Read the passage again and translate the expressions into Chinese or English in pairs.*

1. senior logistics management talent

供不应求

2. well-educated

具备多种技能

3. an attractive career

……的人数

4. gives ... an edge

来自各行各业

5. regardless of their ethnic background

创造一份成功的职业

6. many critical business activities

最小的拉链生产商

Workplace Writing

Sample

An Application Letter

Xingang Road, 152
Guangdong Industrial and Technical College

Guangzhou, China 510300

April 13, 2012

Shunfeng Shipping Co., LTD,
Wanshou Road, Mazhang District
Zhanjiang, China 524094

Dear Sir/Madam,

Your advertisement for an assistant manager in the field of logistics in the April 10 *Beijing Daily* much interested me, because the position that you described sounds exactly like the kind of job I am seeking.

According to the advertisement, that position requires key university bachelor degree or above in logistics management. I feel that I am a competent candidate. I will graduate from Guangdong Industrial and Technical College this summer. At college, my courses include procurement management, supply chain management, warehousing, transportation, and distribution center design. Besides, I also have a good command of container transport, international trade and other knowledge related to logistics.

In the past years, I did three part-time jobs in a big logistics company. My job experience has proved that I am a conscientious and diligent employee. Realizing that English is extremely important in the field of logistics, I have spent much time studying English. I passed CET-6 last year, so I can communicate freely in English. My ability to write and speak English is out of question.

I would appreciate your time in reviewing my enclosed resume. If there is any additional information you would like to have, please contact me. I would be most grateful if I could be given an interview at your convenience.

With many thanks.

Yours truly,
Liu Linlin

Task 13 Read the above sample letter and translate the following terms.

1. application for
2. a bachelor degree
3. be competent for
4. combine theory with practice
5. a diligent employee
6. out of question
7. any additional information