

商务英语口语

主编 甘姝姝 段玲琍



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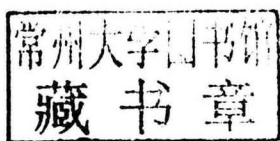


新国标应用型本科商务英语系列规划教材

主编 王光林 吴宝康

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出版说明

本系列教材是国家现代教育改革的必然要求。2014 年伊始，国家国务院和相关部门针对现代职业教育改革开展了多次会议，引导普通本科高等学校转型发展，采取试点推动、示范引领等方式，引导一批普通本科高等学校向应用技术类型高等学校转型，重点举办职业教育。

截至 2016 年年底，全国有 293 所高等院校开设了商务英语本科专业，其中多数院校属于应用型本科院校。《商务英语专业本科教学质量国家标准》也即将颁布。本套教材根据本标准着力打造，适用于全国应用型本科商务英语专业和财经类本科专业学生。

本套教材具有以下特色：

一、吸收二语习得和现代教育的最新理论，体现《商务英语专业本科教学质量国家标准》的最新要求。教材编写上注重提高学生的语言技能、让学生掌握相关的商务知识与实践技能，培养学生的跨文化交际能力、思辨与创新能力，以及自主学习能力。

二、秉承应用型本科教育“优化理论，突出实践”的理念。应用型本科教育注重技术但不能完全抛弃学术，其人才培养是学术性与职业性的有机统一，其基本特征是“本科底蕴+突出应用+专业特长”。体现在教材上，其强调“优化理论，突出实践”，优化理论基础，注重理论与专业技术的相关性，以培养目标与从业要求为依据对基础理论进行优化整合，介绍与专业相关的必要理论，重点强化行业知识的讲解；突出实践方面，强调教材的编排设计从教学目标到内容的组织，练习题的设计都环环相扣、注重培养学生的职业适应能力，突出实践教学的内涵。

三、贯彻“任务引领、项目导向”的指导思想。本套教材以“任务驱动”为理念，强化了教材的任务驱动效应，突出作业流程的可操作性；以真实企业业务经营为主线贯穿始终，从而保持教材内容前后的一致性和连续性；通过具体任务的设计和实施，使学生能够掌握业务技能。

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前言

在商务活动日趋全球化的今天，我国对于既熟悉商务知识又具有扎实英语语言功底的复合型人才的需求量越来越大。商务英语，尤其是商务英语口语，作为我国商务活动的主要语言载体，重要性不言而喻。

《商务英语口语》在结构安排、内容选择和情景设计上颇下功夫，力图帮助学习者迅速掌握商务英语口语。全书共 15 个单元，每个单元由 5 个板块组成，每个部分都设有针对性的交际活动，由浅入深，循序渐进，充分发挥学生的创造性和自主性。

Part I: Situational Practice 该部分为热身部分，为学生提供商务活动的各种实景演练，如机场接机，酒店入住，商务谈判，询价报价等环节。学生在该部分可以充分掌握常用商务交际用语，并进行口头操练。

Part II: Focus 该部分包含 2-3 个与本单元核心内容相关的对话。便于学生了解商务对话步骤和主题内容，同时也为学生在此基础上进行相应的角色扮演和小组讨论提供了依据。

Part III: Public Speaking in Business 该部分将公共演讲知识融入其中，提高学生商务知识的同时提高他们的演讲技巧。

Part IV: BEC Focus 剑桥商务英语证书如今越来越受到广泛认可。剑桥商务英语证书考试分为读、写、听、说四个方面进行。其中，口语一直是中国学生的薄弱环节。我们在每个单元的该部分，为学生提供与本单元话题相关的 BEC 口语考试内容，让学生在了解相关商务背景知识的同时做口语考试练习。

Part V: Practice 该部分为实战部分，也是本教材最有特色最为重要的部分。学生了解了相关商务知识后，进行实战演练。该部分根据本单元核心内容特地设计了 2~3 个任务，由浅入深，循序渐进，以小组或项目活动为核心，充分发挥学生的创造性和自主性。该部分还融入了补充阅读板块，精选国内外最新的商务文章，要求学生在阅读的基础上熟悉最新的商务知识、掌握相关的词汇和表达方式，了解商务交际特定的社会文化环境，提高学生的语言欣赏能力和语言的运用能力。

《商务英语口语》教材力争做到集科学性、可操作性、和实用性于一体。本书适宜商务英语专业二、三年级学生或非英语专业中等程度以上的学生使用，也可供商务英语爱好者、自学者、涉外商贸工作人员学习参考。

本教材在编写过程中参考了一些国内外近年来出版的有关教材和资料，特向这些作者致以衷心的感谢。

由于编者水平有限，书中难免存在纰漏挂漏之处，敬请国内外专家、同行及广大读者朋友批评指正，使本书不断完善。

四川外国语大学

甘姝姝

2017年2月

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Unit 1

Dream Job



Learning Objectives

In this unit, you will learn

Meeting guests at the airport

Describing your own dream job

The cultural difference concerning dream jobs

A brief introduction to public speaking

A brief introduction to BEC Speaking Test and Part One: Interlocutor's Questions

Part I Situational Practice

Meeting at the Airport

A: Excuse me, sir. Are you Mr. Brown from Chicago?

B: Oh, yes. I'm Mr. Brown from ABC Company.

A: I'm Wang Wei from XYZ Company. My manager sent me here to meet you.

B: It's very kind of you to come here to meet us.

A: How was your flight?

B: Yes, it was a very smooth flight. But I'm a little tired. It was a long flight.

A: If you take a rest, I'm sure you'll be fine tomorrow. And how many people are there in your party?

B: There are altogether five people in the delegation this time.

A: Welcome to China.

B: Thank you very much!

A: Let's go to the hotel and check in first.

B: OK, thank you.

A: Let me help you with your luggage.

B: It's alright; thank you; I can handle it by myself.

A: This way, please, my car is outside.

Task

1. Work in pairs. Act out the sample dialogue with your partner.

2. Build up a dialogue with your partner based on the following situation.

You are the secretary in ABC Company. You are going to meet an important customer of your company, Mr. White from America. You identify yourself, greet him and start an informal talk about his flight and the weather in Chongqing.

Part II Focus

1. That's My Dream Job

Sample Dialogue

A: Now that you are almost done with school, what is your plan?

B: You know, I will be graduating with my degree in Business English, so I hope I could be a businesswoman in the near future.

A: Intelligent, sociable, hard-working...um, I think you sure will be a successful one.

B: You are so sweet. My dream job has always been the one that combines my talents and passions in a way that is meaningful to me. I like being challenged by different difficulties. That's why I choose the business world, a place that will arouse my curiosity and creativity. Well, what about you?

A: My dream job is to become a diplomat representing my country.

B: Must be pretty competitive.

A: Yeah. My ability to speak English, French and Chinese gives me the competitive edge. To be a good diplomat, I plan to obtain a master's degree in International Relations, studying foreign affairs.

B: How about when you were a child, what was your dream job? Did you want to be a diplomat when you were, say, 10?

A: No, when I was that young, I probably didn't know what I wanted to do. I was just too busy playing, you know, having fun with my friends and that kind of stuff. I really didn't have a dream job. I never went through that stage.

B: Me, too. We were just kids then.

A: It wasn't until the third-year high school that I dreamed of being a diplomat. I hope it will be my life-long career.

B: Great. Hope both of our dreams will soon come true.

Task

1. Pair Work

Act out the sample dialogue with your partner.

2. Group Discussion

Work in groups. Discuss the following points and prepare to report to the class.

- What are the necessary qualities for a businesswoman according to speaker A?
- Do you think one's personality might influence the definition of a dream job? Why/ Why not?

2. I've Got a Dream Job

Sample Dialogue

A: John, you look so happy.

B: Yeah, 'cause I've got a new job.

A: Congratulations!

B: Thanks. You know, I am a very lucky man. I can have a job that I have always dreamed of.

A: You mean it is your dream job?

B: Definitely. As I read the qualifications required and responsibilities of the position, I couldn't help but get excited. Here is a job that encompasses all of my experience, expertise and passion.

A: So you went for it.

B: Yeah, that's the job I had always been looking for. Believe it or not, some people go through their entire lives without getting a job they like, when they most certainly can.

A: That's true, John.

B: Now I get to work with passionate people. I get to be creative. I have flexible work hours. Yes, in so many ways I'm lucky and I'm grateful every day.

A: It's tempting. I admire your fortune. I hope I could find a job that combines my talents and passions in ways that would be totally meaningful to me.

B: Give yourself a little credit. You deserve the job of your dreams. With a little hard work, determination, and a positive attitude—you too can land the job of your dreams.

A: OK. I will keep trying. Thank you for your advice, John.

B: You're welcome, Anna. Remember, to realize a dream, there is only one way, that's full speed with your passion in full display.

Task

1. Pair Work

Work in pairs. Act out the sample dialogue with your partner.

2. Group Discussion

Work in groups and share your views on the following questions.

- What was your dream job when you were young?
- Was it the same as what you have now?

Sentence patterns you may refer to:

When I was young, I dreamed of being a ... because I thought it cool...

But now I become more realistic. I prefer to be a ... because I think...

Language Focus

Words

sociable: *a.* 社交的; 好交际的; 友善的

arouse: *v.* 引起; 唤醒; 鼓励

diplomat: *n.* 外交家, 外交官

competitive edge: 竞争优势

definitely: *adv.* 清楚地, 当然; 明确地, 肯定地

encompass: *v.* 围绕 (拥有, 完成); 环绕; 包含, 包围

expertise: *n.* 专门知识; 专门技术; 专家的意见

tempting: *a.* 吸引人的; 诱惑人的

determination: *n.* 决心; 果断; 测定

display: *n/v.* 展示, 表现

Expressions

My dream job has always been/ is to become...

My ideal career involves...

I dreamed of being...

I hope it will be my life-long career.

It's the job I have always been looking for.

I want a job that will arouse my curiosity and creativity.

It is a job that encompasses all of my experience, expertise and passion.

I hope that I could find a job that combines my talents and passions in ways that would be totally meaningful to me.

Give yourself a little credit. Your dream will soon come true.

With a little hard work, determination, and a positive attitude—you too can land the job of your dreams.

Remember, to realize a dream, there is only one way, that's full speed with our passion in full display.

Part III Public Speaking in Business

Getting to Know Public Speaking

Public speaking, as its name implies, is a way of making your ideas public—of sharing them with other people and of influencing other people.

The Importance of Public Speaking

Even if you don't need to make regular presentations in front of a group, there are plenty of situations where good public speaking skills can help you advance your career and create opportunities.

For example, you might have to talk about your organization at a conference, make a speech after accepting an award, or teach a class to new recruits. Speaking to an audience also includes online presentations or talks; for instance, when training a virtual team, or when speaking to a group of customers in an online meeting.

Good public speaking skills are important in other areas of your life, as well. You might be asked to make a speech at a friend's wedding, give a eulogy for a loved one, or inspire a group of volunteers at a charity event.

In short, being a good public speaker can enhance your reputation, boost your self-confidence, and open up countless opportunities. However, while good skills can open doors, poor ones can close them. For example, your boss might decide against promoting you after sitting through a badly-delivered presentation. You might lose a valuable new contract by failing to connect with a prospect during a sales pitch. Or you could make a poor impression with your new team, because you trip over your words and don't look people in the eye.

Make sure that you learn how to speak well!

Strategies for Becoming a Better Speaker

The good news is that speaking in public is a learnable skill. As such, you can use the following strategies to become a better speaker and presenter.

Plan Appropriately

First, make sure that you plan your communication appropriately. When you do this, think about how important a book's first paragraph is; if it doesn't grab you, you're likely going to

put it down. The same principle goes for your speech: from the beginning, you need to intrigue your audience.

Planning also helps you to think on your feet. This is especially important for unpredictable question and answer sessions or last-minute communications.

Practice

There's a good reason that we say, "Practice makes perfect!" You simply cannot be a confident, compelling speaker without practice.

If you're going to be delivering a presentation or prepared speech, create it as early as possible. The earlier you put it together, the more time you'll have to practice.

Practice it plenty of times alone, using the resources you'll rely on at the event, and, as you practice, tweak your words until they flow smoothly and easily.

Engage with Your Audience

When you speak, try to engage with your audience. This makes you feel less isolated as a speaker and keeps everyone involved with your message. If appropriate, ask leading questions targeted to individuals or groups, and encourage people to participate and ask questions.

Pay Attention to Body Language

Your body language will give your audience constant, subtle clues about your inner state. If you're nervous, or if you don't believe in what you're saying, the audience can soon know.

Pay attention to your body language: stand up straight, take deep breaths, look people in the eye, and smile. Don't lean on one leg or use gestures that feel unnatural.

Think Positively

Positive thinking can make a huge difference to the success of your communication, because it helps you feel more confident.

Use affirmations and visualization to raise your confidence. This is especially important right before your speech or presentation. Visualize giving a successful presentation, and imagine how you'll feel once it's over and when you've made a positive difference for others. Use positive affirmations such as "I'm grateful I have the opportunity to help my audience" or "I'm going to do well!"

Cope with Nerves

Many people cite speaking to an audience as their biggest fear, and a fear of failure is often at the root of this. Public speaking can lead your "fight or flight" response to kick in: adrenaline courses through your bloodstream, your heart rate increases, you sweat, and your breath becomes fast and shallow.

First, make an effort to stop thinking about yourself, your nervousness, and your fear. Instead, focus on your audience: what you're saying is "about them." Remember that you're

trying to help or educate them in some way, and your message is more important than your fear. Concentrate on the audience's wants and needs, instead of your own.

Watch Recordings of Your Speeches

Whenever possible, record your presentations and speeches. You can improve your speaking skills dramatically by watching yourself later, and then working on improving in areas that didn't go well.

In the following units, you will learn more detailed information about public speaking. If you speak well in public, it can help you get a job or promotion, raise awareness for your team or organization, and educate others. The more you push yourself to speak in front of others, the better you'll become, and the more confidence you'll have.

Task

Telling a Story

Step 1: Work individually. Choose one of the following topics for a two-minute talk:

- An important event from your childhood or college years
- An interesting, exciting, funny, or frightening experience
- A story you have read, seen on television, or heard from a friend

Step 2: Work in pairs. Present your talk to your partner without stopping and your partner will keep track of time. When you finish the story, your partner will retell it to you. Then change roles.

Step 3: Deliver your talk in the class.

Part IV BEC Focus

Brief Introduction to BEC Speaking Test

The Speaking Test has three parts and lasts about fourteen minutes. For this part of the test you will be with at least one other candidate (and sometimes two). It carries 25% of the total marks. Each part tests a different speaking skill.

Part	Speaking task	Grouping	Length
One	Talking about yourself and expressing opinions	One-to-one	About 3 minutes
Two	One-minute presentation on a business theme (choice of three) followed by questions from other candidates	Individual and pairwork	About 6 minutes
Three	Discussion of a business scenario from prompts	Pair work	About 5 minutes

Part one tests your ability to have a conversation about yourself (past, present and future) and to give opinions on general topics.

Part two tests your ability to organize, present and discuss information and ideas.

Part three tests your ability to interact in a business context, using appropriate functional language (agreeing, making suggestions, justifying, etc.)

Speaking Test Part One: Interlocutor's Questions

In Part One, which lasts for three minutes in total, the examiner will ask questions to both candidates. The questions are quite general at first: about yourself, your studies or career, and about where you come from. Afterwards, he or she may also ask you questions about business topics.

General questions:

- First of all, I'd like to know something about you. What's your name?
- And where are you from?
- Do you work or are you a student?
- What do you like most about your studies/ work?
- What are your plans for the future?
- Do you think English will be important to you in your career?
- How long have you been learning English?

Task

Work in pairs. Practice a similar conversation between the examiner and the candidate using the questions above.

Business topics:

- Business in your home town or country
- The importance of English in business
- The effect of technology on business
- Present and future changes in working life
- Training and development in the workplace
- Ways of selling products or services

Tips for Success:

- ✓ Listen very carefully to the questions.
- ✓ Answer the question the examiner asks you.
- ✓ Ask him/her to repeat the question if necessary.
- ✓ Give your opinion and give examples to explain what you mean.

- ✓ Try to give more than just the basic answer.
- ✓ You are being tested on your English, not your knowledge of business.

Task

Work in pairs. Prepare one question for each of the six business topics above. Next, change your partner. In your new pairs, take turns to be the candidate and the examiner. Ask each other your questions and answer them.

Part V Practice**1. Different Attitudes towards Dream Jobs****Chinese**

An ideal job should be decent and respectable.

A more stable working environment and income is preferable.

Look for a job offering favorable treatment in terms of social security and medical care.

Hope to find a balance between work and family life.

Government-funded day care and annual leave benefits are attractive.

American

Be attracted by the nature of the work.

The stability the job offers is the most important.

Look for a “cool” job.

Hope to work for the nation.

Be eager to do something meaningful.

Prepare a presentation, introducing cultural differences in dream jobs or different attitudes towards dream jobs to the class.

Sentence pattern you may refer to:

I strongly believe in the fact that people in different countries may hold different attitudes towards dream jobs.

2. Supplementary Reading**10 Dream Jobs You Never Knew Existed**

We all have a dream job, but whether it's in sports, entertainment or science, it seems there's always some days we'd rather be somewhere else. We can all list off a few jobs that spark our imaginations, but some lesser-known opportunities are simply magnetic. From snoozing for cash to traveling the world to drink tea, these 10 unexpected dream jobs will