

商务英语

实务教程

BUSINESS ENGLISH
PRACTICE

主 编 李桂云 李茂林



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商务英语实务教程

Business English Practice

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随着我国改革开放的进一步深化，国际商务交往日益增加，大批跨国公司企业进入国内市场，外向型经济迅猛发展。在这经济全球化、市场国际化的新经济环境下，各行各业对商务英语复合型人才的需求与日俱增，对商务从业人员的要求也日趋提高。

商务英语专业需培养能用英语解决涉外事务的高技能复合型人才，学生的就业岗位主要是对英语语言综合能力有较高要求的经贸类或其他涉外服务类中小型企业或事业单位中行政助理、商务助理、销售助理、涉外秘书、外贸从业人员等。这些岗位都要求学生有很强的语言应用能力和商务实践能力。受传统教学模式的影响，大部分院校对商务英语专业学生的培养仍停留在语言技能的提高，而较少对学生的商务实践能力进行培养。

本教材以高等院校项目化教学改革为契机，以工作任务为引领，以培养职业能力为基础，以实际工作过程为主线。通过情景的导入和任务式的实操训练，坚持“以学生为主体、教师为主导”的教学理念，强化学生用英语解决涉外事务的实践技能。

本教材以一名商务英语专业毕业生职场晋级为背景，结合求职、外贸、营销、人力资源、会展、国际谈判、商务礼仪以及跨文化交际等知识，设计各类国际商务实操任务，如国际贸易业务中的函电撰写、单证缮制，以及国际谈判中的信息分析、商务礼仪等，旨在训练英语语言基本技能的同时，满足学生对熟悉国际商务环境和掌握国际贸易业务流程的实践需求。本教材已由校企合作单位厦门亿学软件有限公司开发了3D仿真商务英

语综合实训系统。本教材既可作为商务英语专业学生综合训练教材使用，也可作为商务英语培训教材使用，还可作为商务英语爱好者自学教材使用。国际贸易专业学生及爱好者也可使用本教材。

本教材在内容编排上体现以下鲜明特色：

实践性。编排的内容注重每个任务的可操作性，适合课堂教学和实训，有利于培养学生的语言应用能力及商务综合实践技能。

实用性。每个技能任务后，都设有“知识小贴士 (tips)”，对该任务中的知识要点进行强调或对任务中基本应知应会的内容进行补充，帮助学生更好更全面地掌握该项技能。

综合性。本教材涵盖了各类国际商务实操任务，综合性强。每个任务中都包含了参考词汇和习惯用语、情景实训及知识小贴士，全面提高学生的英语听、说、读、写及商务实践能力。

本教材由广州科技贸易职业学院教师完成。李桂云和李茂林任主编，主要负责教材编写设计、全书统稿及项目一、二、五的编写；由唐金莲、廖健、曲红梅任副主编，协助参与统稿工作及项目三、四的编写；曾云蓉、李诗苑、李茜、何君怡参与了材料收集和编写工作。教材编写过程中得到多位专家及同仁的支持和帮助，在此一并表示感谢。

教材中难免存在纰漏之处，敬请相关院校和读者在使用本教材的过程中给予关注，并将改进意见和建议及时反馈给我们，以便下次修订时完善。

所有意见和建议请发往：gzkmsyjcbx@126.com。

编者

2017年6月



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Program 1

Job Hunting





▶ Learning Objectives

Students will be able to:

1. write a job-wanted ad;
2. write a résumé;
3. make a self-introduction;
4. express themselves more freely during an interview;
5. grasp the basic vocabulary and expressions related to the theme of “*Job Hunting*”.



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Task 1 Job-wanted Ad

I. Vocabulary and Expressions for Reference



▶ Vocabulary

mechanical [mə'kænikl] *a.* 机械的; 机械学的

sufficient [sə'fɪʃnt] *a.* 足够的; 充足的; 充分的

coordinate [kəʊ'ɔ:dmeɪt] *vt.* 使协调; 使调和; *vi.* 协调, 协同; *a.* 同等级的

time-consuming [taɪm kən'sju:mɪŋ] *a.* 费时的; 旷日持久的; 花费大量时间的

interpreter [ɪn'tɜ:pɪtə(r)] *n.* 口译员

translator [træns'leɪtə(r)] *n.* 译者 (尤指笔译)

salesperson ['seɪlzpɜ:sn] *n.* 销售员

diligent ['dɪlɪdʒənt] *a.* 勤奋的

responsible [rɪ'spɒnsəbl] *a.* 负责的

communicative [kə'mju:nɪkətɪv] *a.* 善于交际的

- adaptable [ə'dæptəbl] *a.* 适应性强的
- aggressive [ə'gresɪv] *a.* 有进取心的; 强有力的
- cooperative [kəʊ'ɒpərətɪv] *a.* 有合作精神的
- creative [kri'eɪtɪv] *a.* 富创造力的
- dedicated ['dedɪkeɪtɪd] *a.* 有奉献精神的
- disciplined ['dɪsɪplɪnd] *a.* 守纪律的
- dutiful ['dju:tɪfl] *a.* 尽职的
- efficient [ɪ'fɪʃnt] *a.* 有效率的
- energetic [ˌenə'dʒetɪk] *a.* 精力充沛的
- faithful ['feɪθfl] *a.* 守信的; 忠诚的
- frank [fræŋk] *a.* 直率的; 真诚的
- humorous ['hju:mərəs] *a.* 幽默的
- independent [ˌɪndɪ'pendənt] *a.* 独立的; 自主的; 自立的
- modest ['mɒdɪst] *a.* 谦虚的
- punctual ['pʌŋktʃuəl] *a.* 守时的; 按时的; 准时的
- trustworthy ['trʌstwɜ:ði] *a.* 值得信任的
- well-educated ['wel'edju:kertɪd] *a.* 受过良好教育的
- a job-wanted ad 求职广告
- administrative secretary 行政秘书
- administrative assistant 行政助理
- foreign trade specialist 外贸专员



▶ Expressions

1. Zhang Xiao will soon graduate from Xiamen University.
张晓很快就要从厦门大学毕业了。
2. What he wants to do first is writing a job-wanted ad.
他首先要做的是写一则求职广告。

3. major in English

主修英语

4. look for a position of *Administrative Secretary*

寻求行政秘书的工作

5. be fluent in oral English and experienced in marketing

英语口语流利、有营销经验

6. work as a salesperson in ABC Company

在 ABC 公司做销售员

II. Situational Training

Situation

Zhang Xiao will soon graduate from Xiamen University. These days, he is busy with job seeking. What he wants to do first is writing a job-wanted ad.

Sub-task 1

Zhang Xiao has got 3 documents related to job-hunting. Read them carefully and decide which one you think is the best sample for Zhang Xiao's job-wanted ad.

Sample A

David Brown, graduated from Harvard University, majored in Mechanical Engineering;

Looking for a position of mechanical engineer;

Diligent, responsible, communicative and open-minded.

Tel: 029-2698761 E-mail: David00@yahoo.com

Sample B

Targeting China to build market presence, Rainbow Group is a leading player with headquarters in Seoul and branches in China striving for further success.

1. College degree or above, majoring in sales, marketing, or related fields.
2. More than one-year sales experience.
3. Good command of English and Korean.

Job description: achieving sufficient sales volume and coordinating Supplying Department for goods collection and delivery.

Sample C

It is my honor to write this reference for Yang. I have known Yang for 4 years. He is an excellent student in my class who always finishes assignments promptly no matter how difficult or time-consuming the work is. His loyalty, creativity and intelligence impress everyone around him. His attractive personality and strong learning abilities have been highly spoken of among teachers. I am sure he is the one you are looking for and I, here, strongly recommend him without any reservation.

Sub-task 2

Discuss in pairs and answer the following question:

What do you think are the most important components in writing a job-wanted ad?

Sub-task 3

The following are the pieces of a job-wanted ad written by Zhang Xiao. Please make them into a logical sequence and a job-wanted ad.

1. diligent, responsible and communicative
2. looking for a position of foreign trade representative
3. excellent in oral English and experienced in interpretation; worked as an interpreter in Xiamen International Marathon
4. Tel: 0592-8679633; E-mail: ZX23@sina.com
5. Zhang Xiao, graduated from Xiamen University, majored in English

III. Tips

1. A job-wanted ad is, in fact, an advertisement for “selling” your skills, experience or abilities.
To write a job-wanted ad, you should make clear your target position and highlight your qualifications and the reasons why you are suitable for the job.
2. The most important components for a job-wanted ad are: basic personal information, qualifications, target position, personalities, abilities and contact information.
3. Posting a job-wanted ad is just one of the methods for graduates to seek for a job. There are many other ways, such as checking the recruitment websites, taking part in job fairs, being recommended by others and so on.



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Task 2 Résumé

I. Vocabulary and Expressions for Reference



▶ Vocabulary

gender ['dʒendə(r)] *n.* 性别

nationality [ˌnæʃə'næləti] *n.* 国籍

certificate [sə'tɪfɪkət] *n.* 证书

curriculum [kə'ɪkju:ləm] *n.* 课程

intern [ɪn'tɜ:n] *n.* 实习生

major ['meɪdʒə(r)] *n.* 主修科目; *vi.* 主修

courses taken 所学课程

extracurricular activities 课外活动

educational system 学制

physical activities 体育活动

part-time job 业余工作

recreational activities 娱乐活动

social practice 社会实践

student council 学生会

summer job 暑期工作

vacation job 假期工作

excellent League member 优秀团员

excellent leader 优秀干部

Outstanding Graduates 优秀毕业生

National Encouragement 国家励志奖学金

The First Prize Scholarship 一等奖学金

CET4 (College English Test Band 4) 大学英语四级考试

CET6 (College English Test Band 6) 大学英语六级考试

TEM4 (Test for English Major Grade 4) 英语专业四级考试

TEM8 (Test for English Major Grade 8) 英语专业八级考试

National Mandarin Test (Level 1, 2, 3; Grade A, B, C) 普通话等级考试 (一/二/三级; A/B/C级)

Business English Certificate 商务英语证书

National Computer Rank Examination(NCRE) 全国计算机等级考试

First-level Certificate for National Computer 全国计算机一级证书



▶ Expressions

1. good communication skills

良好的交际技能

2. be willing to assume responsibilities

勇于承担责任

3. strong interpersonal skills

极强的人际交往技能

4. strong leadership skills
极强的领导艺术
5. willing to learn and progress
肯学习进取
6. good presentation skills
良好的表达能力
7. ability to deal with personnel at all levels effectively
善于同各种人员打交道
8. young, bright, energetic with strong career-ambition
年轻、聪明、精力充沛，有很强的事业心
9. with good managerial skills and organizational capabilities
有良好的管理技巧和组织能力
10. have good and extensive social connections
具有良好而广泛的社会关系
11. be highly organized and efficient
工作很有条理，办事效率高
12. have positive work attitude and be willing and able to work diligently without supervision
工作态度积极，愿意且能够在没有监督的情况下勤奋工作

II. Situational Training

Situation

Zhang Xiao posted his job-wanted ad online. He received the following response letter several days later.

Dear Zhang Xiao,

We have noticed your job-wanted ad placed on the Human Recourse Website. We are currently looking for a foreign trade specialist. If you are interested, please feel free to email your résumé to yixuehr@yixuesoft.com.

For more details on Yixue International Group, please visit <http://www.yixuesoft.com>.

Zhang Xiao will have an interview tomorrow morning. Now he is busy working out a résumé. Please put yourself in Zhang Xiao's shoes and complete the following résumé according to the information offered in his job-wanted ad.

Résumé		
Personal Information		
Name	(1)	Photo
Gender	(2)	
Date of Birth	April 5, 1990	
Birth Place	Fuzhou Fujian	
Nationality	Chinese	
Address	No.23 Zhongshan Road, Siming District, Xiamen, Fujian, China	
Tel	(3)	
Email	(4)	
Educational Background		
Period	University	Major
Sep.1, 2009—June 30, 2013	(5)	(6)
Work Experience		
Period	Company	Position
2009-2013(7th-10th Xiamen Intl. Marathon)	HR Conduit Company	(7)
July.1-Dec.31,2012	C&D Company	Trainee Salesperson
Skills		
Special Skills		Certificate
Computer Skills: MS Office Skills		NCRE-2 (2011)
Strengths: excellent English listening, speaking, reading, writing and translating		TEM-8 (2013)

III. Tips

1. Generally speaking, an English résumé includes five parts: personal information, job objective, educational background, work experience and personal skills. The *Personal Information* part usually includes the applicant's basic personal information, such as his name, gender, age, nationality, address, telephone, e-mail and so on. In the *Job Objective* part, the applicant should state his target position clearly. In the *Education Background* part,

the recent education background should be put in the front. In the *Work Experience* part, the applicant should also list the current work first. And it is necessary for the applicant to highlight his strengths and avoid his weaknesses in the *Personal Skills* part. In addition to these five parts, you can also mention your achievements, personalities, hobbies and so on.

2. A sample for reference:

Résumé

Personal Information:

Family Name: Wang

Given Name: Bin

Date of Birth: July 12, 1984

Birth Place: Beijing

Sex: Male

Marital Status: Unmarried

Telephone:(010)62771234

E-mail: career@sohu.com

Job Objective:

To obtain a challenging position as a software engineer with an emphasis in software design and development.

Education Background:

2007.9-2011.6 Dept. of Automation, Graduate School of Tsinghua University, M.E.

2003.9-2007.6 Dept. of Automation, Beijing Institute of Technology, B.E.

Work Experience:

Sept.2011- present CCIDE Inc. as a director of software development and web publishing.

Organized and attended trade shows.