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新剑桥职业英语 (1)

Business Explorer 1

Cambridge
Professional
English

学生用书

Student's Book

Gareth Knight
Mark O'Neil



人民邮电出版社
POSTS & TELECOM PRESS

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新剑桥职业英语 (1) 学生用书

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- ◆ 作者 加雷思·奈特 马克·奥尼尔
策划 刘力 陆瑜
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前言

博思职业英语考试 (BULATS-Business Language Testing Service) 已被全球 30 多个国家和地区的知名跨国企业和政府部门作为单位内部职业外语测评工具或作为政府项目的语言测评工具。越来越多的人开始认识到职业外语技能对个人事业发展的重要性;越来越多的企业认识到,在全球经济一体化的形式下采用先进的职业英语标准对于提高企业的竞争能力是至关重要的。

博思考试主要面对的是职场各类从业人员,也适合于正在学习语言课程或是商务课程的学生和雇员。

鉴于博思刚刚进入中国市场,针对博思考试的专用用书还正在编写过程中,为迎合考生备考的需要,英国文化协会推荐本书作为博思考试用书的一部分。

本书根据剑桥大学出版社的原版书 *Business Explorer* 出版,全书共分三册,并配有教师用书、学生用书听力 CD、学生用书听力录音带。每册均有 15 个单元,涵盖了从初次见面到商务谈判的各个环节,内容丰富,紧跟时代。为配合本书,还发行了《博思考试指南》(含博思考试的考生手册、演示光盘、样卷及样卷答案等)。使用该书仍需补充其他材料,特别是相关文化背景知识和阅读、写作等提示。令人高兴的是,人民邮电出版社配合该书出版了相应的《学习辅导手册》,为考生增加了该方面的内容。

另外,如果该书在课堂上使用,建议:

- 基础水平者使用第一本教材,并补充阅读和课堂活动;
- 中级水平者使用第一、二本教材,并补充阅读和课堂活动;
- 高等中级水平者使用第一、二、三本教材,并补充阅读和课堂活动。

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总策划: 刘 力 齐焱蓓 陆 瑜

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14 Working together	Requesting Suggesting	I'd like you to ... Could/Can you ... ? Would you mind ... ? We could ... Why don't we ... ? Let's ... How about ...	66
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UNIT 1

New faces

UNIT GOALS

- introducing yourself
- talking about yourself
- introducing other people

TALKING POINT

Answer these questions yourself. Ask two of your classmates the same questions. Have you ...

- introduced yourself to one of the people in this room?
- ever introduced yourself to a customer or colleague?
- ever introduced someone else to a customer or colleague?

Part A

Introducing yourself

1

Listening

Look at the photograph. Lucy Chang is introducing herself to Andrew Walsh. With a partner, answer these questions.

- 1 Which one do you think is a new employee?
- 2 Which person is from Human Resources?
- 3 Which of these topics will they talk about?

names interests colleges work hometowns ages departments

Now listen to Lucy Chang and Andrew Walsh introducing themselves. What topics do they talk about? Were you right?



2

Language focus

a Andrew Walsh introduced himself. Complete the phrases he said.

- 1 My Andrew Walsh.
- 2 Phoenix, Arizona.
- 3 looking forward to

b Lucy Chang introduced herself. Complete the phrases she said.

- 1 Lucy Chang. Lucy.
- 2 the Human Resources Department.
- 3 in the Sales Department for six years.



Listen again to check your answers.



3

Communication activity

Fill in the file card about yourself. Next, work with a partner to make sentences about each other. Then join another pair and tell them about your partner. Use the Help folder if you need to.

FILE CARD

Name

From

School/College/University/Company/Department

Major/Job title

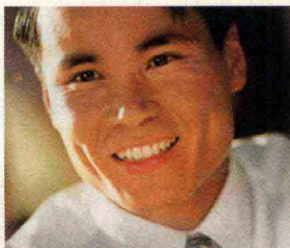
4

Culture focus

Lucy Chang told Andrew Walsh to call her 'Lucy' - her first name - not 'Ms. Chang' - her last name. What do you call the people you work with? Do you use the first name or the last name with a title?



The situation is different around the world. Listen to three business people talking about the situation in their countries and answer the questions below.



- 1 How are names used in their countries?
- 2 Do they use first names, last names or other names when they speak to people?

Part B

Introducing others and being introduced

1 Listening



a Look at the photo of someone being introduced.

What do you think the people are saying?

Now listen to what the people say.

b With a partner unscramble these phrases.

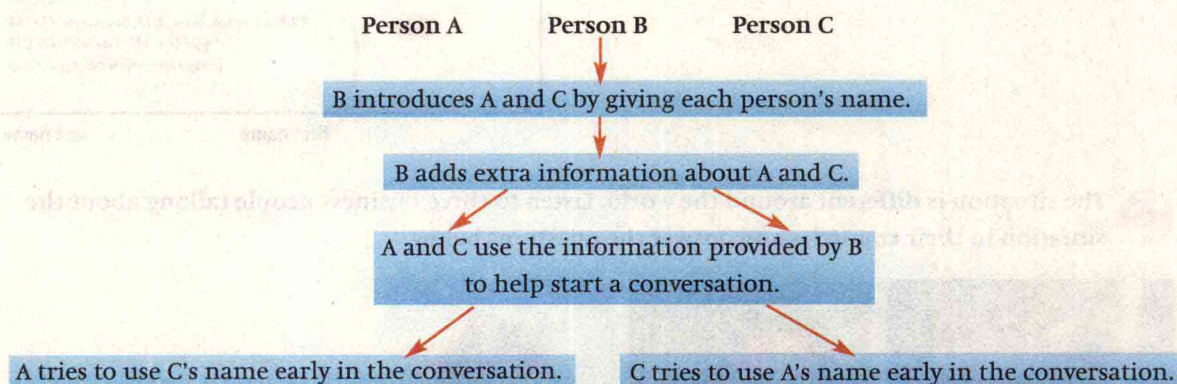
- 1 Mr. Haneda, / like / Joshua Travis / to / I'd / you / to / introduce / .
- 2 works / the / Joshua / Marketing / in / company / our / Division / of / .
- 3 Director / of / Mr. Haneda / is / Yonegawa Industries / a / .
- 4 to / you / meet / Nice / .
- 5 long / how / been / have / you / at / International foods / Mr. Travis / ?

Now listen again and check.



2 Language focus

Look at the stages of introducing two people. In groups of three, write examples for each stage. Use your own names.



Example:

PERSON B: Mr. Haneda, I'd like to introduce you to Joshua Travis. Joshua works in the Marketing Division of our company.
Mr. Haneda is Director of Yonegawa Industries.

PERSON A: How long have you been at General foods, Mr. Travis?

Useful language

How long have you been at ... (company)?
Which department do you work in?
How long have you been in ... (department)?
Where are you from?

3

Culture focus

Read these questions and find the answers in the text below. Check your answers with a partner.

- 1 When a person is introduced, why is extra information about that person often added?
- 2 Why is it a good idea to use somebody's name immediately after being introduced?

When you first meet someone, you may have a short conversation before exchanging names. However, when you introduce two people, give their names at the beginning of the conversation and also add information about each person to help them talk to each other.

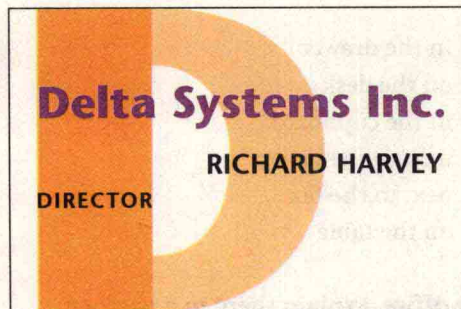
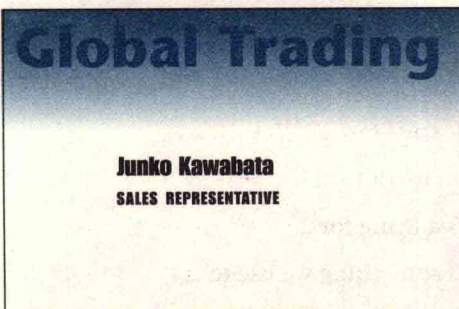
If you are introduced to someone, use their name immediately. It will help you to remember it.



4

Communication activity

Work in groups of three. Choose a business card each and use the information to introduce yourselves to each other. Then introduce each other to another group. Add extra information about each other.



UNIT 2

Around the office

UNIT GOALS

- talking about things in the office
- talking about work places and locations



TALKING POINT

Which picture is like your office? Do any of these offices seem strange to you?

Which office would you not like to work in? Why?



Part A

In the office

1 Vocabulary

Look at the picture of an office in exercise 3 on page 11. Label the things you can see.

files.....
calculator.....
.....
.....

2 Listening



Sometimes you may need something but you don't know what it's called in English.

- a Listen to three conversations. What does the person want? Where is it? Draw a line.
The first one is done for you.

Ruler	in the drawer
Hi-lite pen	on the desk
Notepad	in the cupboard
Whiteout	next to the paper
Eraser	next to the fax
Calculator	on the table

- b Think of three things in the office. Explain them to a partner using the language you heard in the listening. Does your partner know the word in English?

Useful language

It's for ...
It's stuff for ...
You use it to ...
It's a thing for ...
It's something we use to ...
In my language we call it ...

Your words

1
2
3

Your partner's words

1
2
3

3 Language focus

Work in pairs. Look at the picture and use the prepositions below to complete the sentences.

next to in on in front of near behind

Example: The shelf is *on* the wall. There is a telephone *on* the desk.

- 1 There is a calculator the computer.
- 2 The computer disks are the shelf.
- 3 The is the window.
- 4 The is the computer.
- 5 The files are the filing cabinet.
- 6 The book is the computer.

Compare your answers with another pair.



4 Communication activity

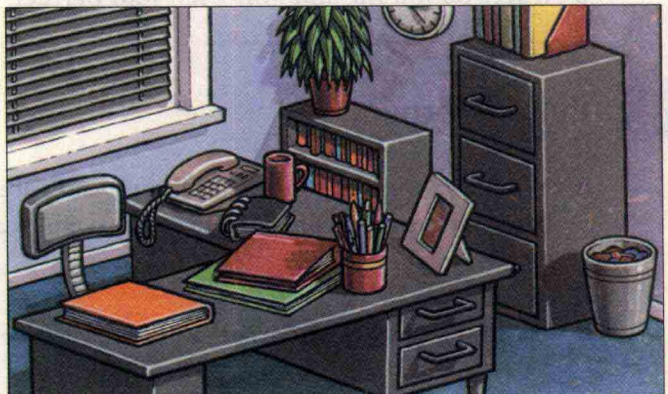
STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information below.

You have a picture of the same office as Student A, but there are ten small differences. Can you find them? Tell Student A about your picture and listen to Student A talk about his/hers.

Use the language in 3 Language focus to help you.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



5 Exploring

Draw a plan of your office.
Explain your plan to a partner.
Now draw your partner's office.

Is there anything in your office
would like to change? Why?

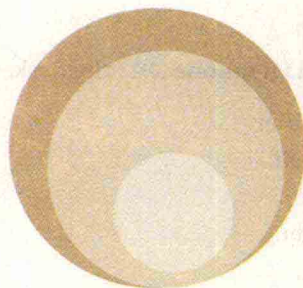
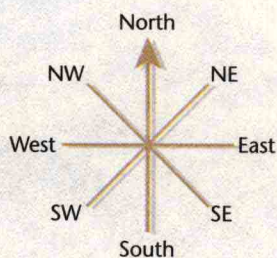
Your office

Your partner's office

Part B

Work places and locations

1 Vocabulary



City
Outskirts
Suburbs
Center

Keiko Harada and Keiichi Yoneyama work in Tokyo, which is in the eastern part of Japan.

a Read about them and mark on the plan where they live and work.



Keiichi Yoneyama My home is in Tsukuba City which is about 100 km north of Tokyo. My office is in the outskirts in the eastern part of Tokyo.

Keiko Harada My office is in the Shinjuku area in the center of Tokyo. I live in the suburbs in the western part of Tokyo.



b Where do you live and work? Tell your partner.

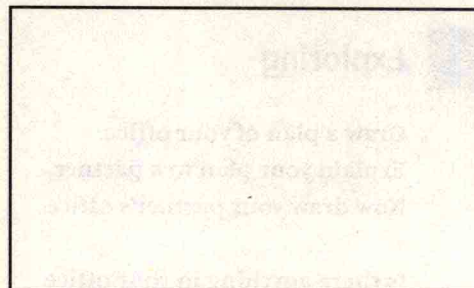
2 Culture focus

a In many cities around the world, companies are moving to the outskirts of the city. Many workers are happy to live in the outskirts or in the country and drive to their new office. Is this happening in cities in your country?

b Ask your colleagues where they would like to live and work and fill in the questionnaire.

(Would like) to live/work in the	center	suburbs	outskirts	countryside
Example: You	work	x	x	live

Now draw a rough map of your region. Mark their answers on the map.

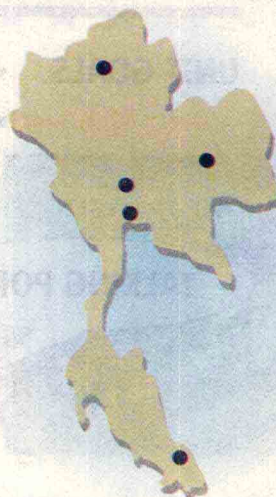


c Where would you *not* like to live and work? Why not? Discuss with a partner.

3 Listening

Listen to someone talking about the location of Kanda Motors in Thailand. Check ☒ the work places the speaker talks about. Draw a line from the work place to the location on the map.

- branch office ☐
- factory ☐
- warehouse ☐
- showroom ☐
- store ☐
- design studio ☐
- head office ☐

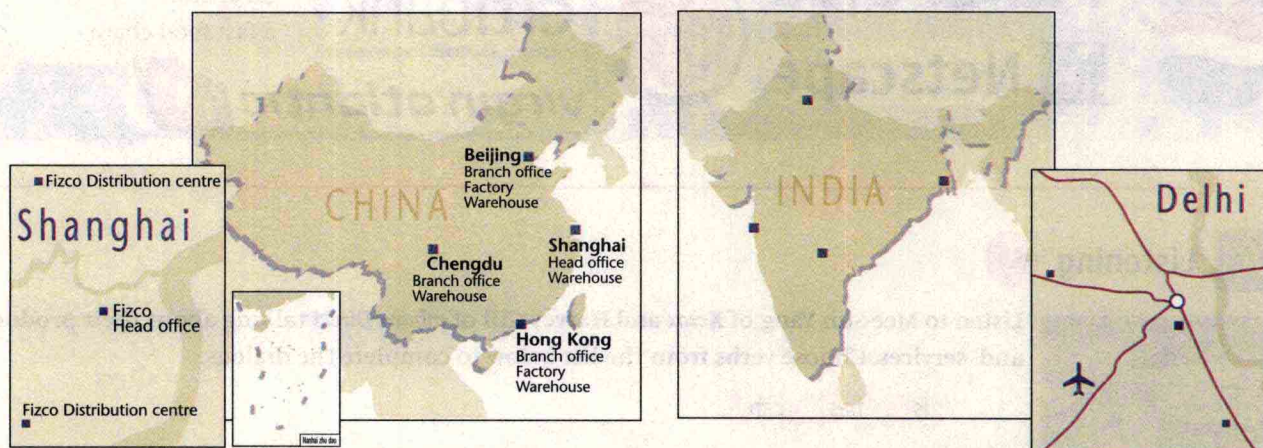


4 Communication activity

STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information below.

Look at the maps of Shanghai and China below. The maps show the location of Fizco work places in China. Explain the locations to Student A.



Now listen to Student A explain the locations of Fizco in India. Mark the locations on the maps above.

5 Writing

Work with a partner. Write a paragraph explaining the locations of your company. Then compare your paragraph with another pair.

Look at the Transcript on page 100 to help you.

UNIT 3

Products and services

UNIT GOALS

- describing what a company makes or provides
- comparing products and services

TALKING POINT

What does your company make?
What service does your company provide?
With a partner make a list.

Part A

Explaining what a company does

1 Language focus

Look at these company names. Do they make products or provide services?
What products do they make? What services do they provide?
With a partner, talk about each company.

Example: Pepsi makes soft drinks.

Useful language

Verbs: provide make be
Nouns: electronic equipment
accommodations fast food
cars flights soft drinks
banking services
an internet browser
an airline
a fast food chain



2 Listening



Listen to Mee-Sun Yang of Xerox and Harvey Gill of mbanx Direct talking about their products and services. Choose verbs from the list below to complete the dialogs.

is has can

The Xerox XC-1875 a black and white photocopier. It make 18 copies per minute and a 700 sheet paper capacity. It reduce copy size down to 64% or enlarge up to 156%. The basic model costs \$2799.

mbanx Direct Canada's first direct bank. You do your everyday banking transactions 24 hours a day, 365 days a year through your personal computer, telephone and ATM*. With mbanx Direct, you speak to someone, no matter what time it is. mbanx on-line account information, money transfer and other services available to account holders.
Please call 800 555 1111.

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