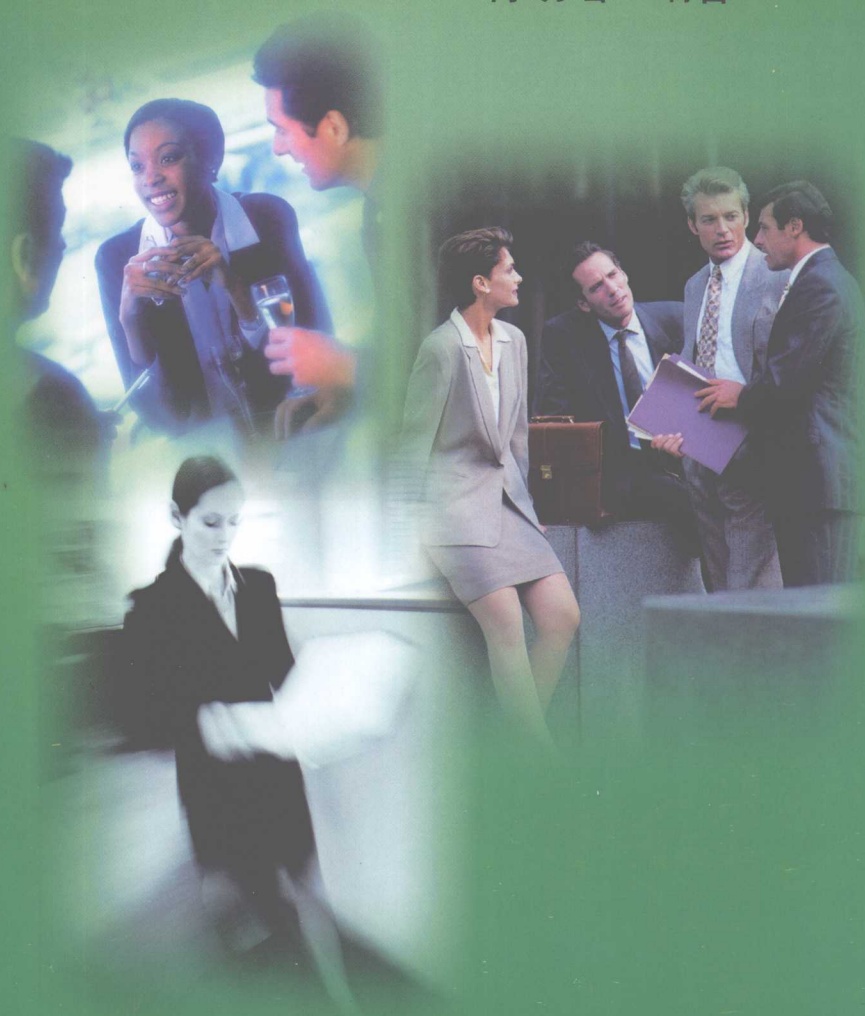


体验式商务英语

Experiencing Business English

陈明瑶 编著



国防工业出版社
National Defense Industry Press

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·北京·

内 容 简 介

体验式商务英语教学的核心思想是模拟人们在商务活动中运用商务英语语言从事各类活动,把语言教学和学习者在今后的商务工作中的语言运用结合起来,培养学生在仿真环境中通过参与和体验与商务相关的活动,提高语言运用能力。本教材创设尽量真实的环境,设计合理的教学活动,激发学习者的动机和学习兴趣,确定教师的角色与作用,让学习者有更多的机会参与到课堂的商务活动中来,掌握常规商务活动中英语语言的运用,为今后择业增加竞争力。

普通高等教育

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前 言

把商务英语语言运用能力的培养落实在教学过程中,倡导体验、实践、参与、交流和合

作的学习方式,强调学生运用商务英语处理日常商务,完成预期的目标,进而感受成功——这就是本教材试图推行的体验式教学模式。它最主要的特点就是根据一定的教学目标设计尽量真实可行的任务供学生体验、实践,激励、引导学生参与这些项目,并最终完成任务,从而将知识教学融入到亲自体验一段过程、完成一项任务的具体活动当中,让学生不仅学到了商务知识与语言运用,还亲自体验了“做事”的经历和乐趣,进而提高了实用能力。

体验式商务英语教学的核心思想是模拟人们在商务活动中运用商务英语语言从事各类活动,把语言教学和学习者在今后的商务工作中的语言运用结合起来,培养学生在仿真环境中通过参与和体验与商务相关的活动,提高语言运用能力。仿真商务英语体验式教学强调直接通过课堂教学,让学生用英语参与各种仿真的商务活动全过程。

体验式教学作为一种教学法,具有结构性,它由教学目标、信息输入、活动方式、师生角色、教学环境等要素组成。体验式教学法与传统教学法之间的差异在于前者注意信息沟通,活动具有真实性而且活动量大。英语课堂教学应具有“变化性互动”的各项活动,即任务。学生在完成任务过程中进行对话性互动,进而产生语言习得。因此,教学过程中体验式活动的设计、实施和完成举足轻重。语言习得理论认为:语言学习不是独立的教学过程。语言的发展总是和学习者其他方面的发展相联系的。Willis (1996)总结了语言学习的四个基本条件:一是语言环境,要有大量的、真实的语言输入;二是使用语言的机会,要能使用语言做事情,交换信息;三是使用语言(包括听、说、读、写等各类活动)的动机;四是教学的条件,也就是有机会注意语言的形式。因此,我们教育者在体验式活动时必须遵循商务工作和英语语言习得的双重规律,了解学生学习商务英语的规律和进程,而决不能以我们自己的主观臆断、知识水平来展开设计。

社会建构主义理论认为:学习和发展是社会合作活动。知识是由学习者自己建构的,而不是由他人传递的。学习者可以通过多种渠道,发现和感知他们的生活环境,以让他们在头脑中去建构自己独到的见解。这种建构强调学习者个人从自身经验背景出发,建构

对客观事物的主观理解和意义,强调人的学习与发展发生在与他人的交往和互动之中。因此,教学应该置于有意义的情境中,而最理想的情景就是所学的知识可以在其中得到运用。

本教材创设尽量真实的环境,设计合理的教学活动,激发学习者的动机和学习兴趣,确定教师的角色与作用,让学习者有更多的机会参与到课堂的商务活动中来,掌握常规商务活动中英语语言运用,为今后择业增加竞争力。

English for Specific Purposes 的作者 Hutchinson 和 Waters 认为,好的教材应该包含有趣的课文,以及容易激发学习者思想力的活动,可以使学习者充分利用现有的知识和学习技能,便于师生的课堂操作。本教材正是借鉴了该趣味理念,选取既原汁原味又活色生香的素材,设计了浸泡式体验活动(即让学习者完全沉浸于实际语境之中的活动),并编写了大量辅助性阅读课文。

语言学习的最终任务是语言使用。本教材中体验式活动的设计、组织、操作符合常规商务活动,仿真具有实际意义;同时又富有趣味,吸引学生的参与并激发学生的承担任务意识。编者尽可能地考虑完成任务所涉及的语言表达多样性和特殊表达的重复性。书中任务的语言难度适合 CET-4 级以上的学生,针对任何专业的商务英语学习者。体验活动的设计注重启发性、趣味性和刺激性,有利于学习者的思考、质疑、辩论,具有课堂可操作性,学习者作为商务活动的参与者,可以有个性表现。活动的设计以学习者为主,教师为辅。教师可以根据本书所设计的目标,继续深入与学生展开讨论,结合当代形势,开发学生的创新意识。

本书主要用作高等学校商务英语教材,也可作为涉外人员培训教材,以及商务工作者语言能力提升的辅助教材。本书在编著过程中得到了浙江工商大学外国语学院领导和老师的大力支持和帮助,特此感谢。

陈明瑛

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Unit One

Entrepreneurship

The big question is whether you are going to be able to say a hearty yes to your adventure.

— Joseph Campbell

Pre-task Reading

Text 1

Entrepreneurship

Entrepreneurship can be described as the search for new products, new production methods, new markets and new forms of an organization. It is based on innovation and the desire for change.

Entrepreneurship is looking at the world that way you want it to be, rather than the way it is.

Entrepreneurship is about **creativity**. Entrepreneurs use innovation and hard work to overcome obstacles to their success.

Entrepreneurship is about fun. Nothing feels better than focused effort and accomplishment.

Entrepreneurship is about freedom. Few things in life are as empowering as being able to determine what work you will do, when, where and with whom you will do it.

Entrepreneurship is about responsibility. We may not report directly to bosses, but we do have lenders, investors, family and the ever-present laws of profitability. Most of all, we answer to ourselves.

Entrepreneurship is about hard work and dedication.

Entrepreneurship is about being **true to our visions and our passions**. As entrepreneurs we design the business we love and work hard to provide our customers, employees and community with the best we have to offer.

Entrepreneurship is about **diversity**. Anyone can become an entrepreneur if they have a keen curiosity to learn and a desire to overcome the challenges inherent in learning new and exciting things.

What is an Entrepreneur?

Entrepreneur is actually a French word that means “undertake”.

The English understanding of this term is someone who wants to start a business or enterprise.

Entrepreneurs are sometimes seen as people of very high aptitude who pioneer change. However, a basic definition is that anyone wanting to work for him or herself is an entrepreneur.

Webster’s defines **Entrepreneur** as “One who organizes, operates and assumes the risk in a business venture in expectation of gaining the profit.”

It is common to differentiate between an entrepreneur and a small business owner. Entrepreneurs usually use innovation to generate higher profits during a shorter period of time by assuming more risk. Small business owners may found businesses or organizations that grow more slowly but more stable rate.

The most important quality of an entrepreneur or an entrepreneurial activity is the ability to see an opportunity.

What is an opportunity? It’s a desired future that is different from the present. It is a belief that achieving this is possible. Opportunity depends on the person, the environment, access to resources and timing.

- Entrepreneurship =
- 1) Identifying an opportunity
 - 2) Pursuing that opportunity beyond your current resources
 - 3) Believing that the opportunity can be achieved

Words and Expressions

entrepreneurship 创业

empowering 赋予权利的

innovation 创新,革新

Text 2

The Journey into Entrepreneurship: Starting a Small Business

For most of us there comes a day when we toy with the idea of starting a small business; work stress and frustrated career goals can often leave us thirsting for auton-

omy and starting a small business seems to fit the bill. But for those who are thinking of starting a small business, the road can be one of sacrifice and learning.

Before starting a small business do as much research as possible. Talk to other people who have started a small business and are willing to give you some guidance, read books by people who have a passion for entrepreneurship, and get online to read as much as possible about the ins and outs of starting a small business. On the Internet you'll also have access to advocacy organizations developed to help those starting a small business; as well as access to chat forums where you can learn from the experiences of others in your situation.

Locally there should also be organizations that can help you in starting a small business. Look at the business advocacy groups in your local area that can offer guidance.

Gather as much information as you can and keep careful notes. Remember that this business will be a reflection of you and as such should mirror the philosophies to which you subscribe. Starting a small business is not the same for everyone; take your own special circumstances into account before beginning your journey.

Depending on the business you are starting, it may also be in your best interest to hire legal counsel. A lawyer can help you navigate the complexities of small business ownership and save you time and money further down the road.

Additionally, a lawyer who is well-versed in online commerce can help you establish an online presence if starting a small business for you includes an Internet component. Also, if starting a small business for you means bringing on employees, a lawyer is essential to your success. Hiring employees opens you up to a whole new set of liabilities; save yourself any complications by having a lawyer by your side to protect you.

Starting a small business can be a wonderfully rewarding experience. Put your best foot forward by facing each challenge and arming yourself with knowledge. Careful research and meticulous planning will reward you with success and the greatest possibility of future and continued viability.

Words and Expressions

autonomy	自主权, 自治权	well-versed	精通的
advocacy organizations	倡导组织	liability	责任, 义务
subscribe to	赞成, 同意	viability	可行性
navigate	引导, 导航		

Tasks

Task 1

1. Task Description:

John has been working in a shoes company for a couple of years. Recently, he joined a conference on Entrepreneurship and was wildly inspired by the entrepreneurial ideas. Now he submitted his letter of resignation and decided to start his own business. John wanted to set up a shoes company which manufactures a new kind of shoes.

This day, John called his friend Mary and Steve home to discuss about this project. Mary is a designer and Steve majored in Marketing when he was in university. Their topics cover the following items: the brand of the shoes, the images and functions of the shoes, the price, the target customer groups and so on.

2. Setting: At John's home.

3. **Students Grouping:** 3 students for each group as John, Mary and Steve. Work it out as a role play. And try to see what other new ideas you can come up with. About 10 minutes later, put up the performance in class.

Task 2

1. Task Description:

Being a student is not a hindrance to make money. We have heard of so many stories about working students who ended up more successful than full time students. These part-time students practiced good management and were able to work their way through college or were able to support family while still in school. Making money while in school is not just an option for the poor.

Nowadays in China, tutoring is the most common part-time job of college students. Judy is a college student majoring in English. She is working as an English tutor at weekends, and many of her classmates are doing the same kind of job. As more and more college students, especially English majors are engaging in this job, Judy and her friends are going to set up a Tutors Organization, of which the main function is to provide tutoring information to college students who need part-time job.

Now Judy and her friends are having a meeting to work out the guidelines of the Tutoring Organization.

2. **Setting:** At the classroom.
3. **Students Grouping:** 4-5 students for each group, as Judy and her friends work out the main guidelines of the organization. Judy is expected to give a conclusion to class after 15-20 minutes' discussion.

Task 3

1. Task Description:

N-Sonics is a multi-national company specializing in electronic products. With the increasing growth of its profit in Asian area, N-Sonics is considering about opening up a new branch in China in the coming year.

Right now the Board of N-Sonics are meeting on this issue. Among all the items, the choice of location is most hotly disputed. There are two schemes for the Board's choice: one is to set up the branch in Hangzhou in East China and the other, Chongqing in West China.

Some board members hold that Hangzhou is the best bet, for Changjiang River Delta is the most-developed economic region in China. People's living standard there is high and buying power is strong, thus more and more electronic products are in need. However, the others insist that Chongqing is the answer, because West China has been under great construction these years and amazing achievements have been made. Although people's buying power is not as strong as that of East China currently, the potential in this region should never be under-estimated. The topic is still in disputation.

2. **Setting:** At the meeting room of the company.
3. **Students Grouping:** 5-6 students act in the role play, one as the Board Director, who will make the final decision, and the others as the two groups of the Board members. Try to draw an ideal solution.

Post-task Reading & Discussion

Text 1

Take Baby Step When Starting an Online Business

By James Mack

One of the fastest growing segments in the entrepreneurial segment, whether local or international is the home business. Online businesses have been regularly making headlines as

they reach new heights and more and more retail investors are venturing into it. If you are looking at investing your savings in your home business, here are some valuable tips that might come in handy before you start dreaming of double-digit gains:

1) Study the market

It makes no sense to start your home business blindly. If you plan to really make money out your business, you need to know it well. You can start by studying the on-line businesses with Google, in which you want to invest by reviewing the related financial papers and following the news that gets published every day. Apart from these two sources, the Internet can also act as a good source of education about the market.

2) Start small

Once you have a fairly decent idea about the home business arena, then it is advisable that you take a small amount of money and start investing in the scrip that qualify as your personal barometers. If you are unsure of how to go about it, it is recommended that you get someone to recommend the right business. Make sure you choose someone who is better informed than yourself and invests in the market. You can even get the services of a consultant if you are not sure on how to get started.

3) Be patient

Many seasoned home business people claim that making money out of the internet is a game of patience and the returns are directly proportionate to the patience you practice. Rarely has an online business gone down over a period of time and thus the returns are likely to increase over a period of time. Short-term upheavals in the internet marketing where the traffic goes up and down at the drop of the hat are short lived and professionals who plan to invest in their business for a long term should not be a major cause of concern when staying consistent.

4) Avoid speculation

Speculation does have the benefit of providing an easy income but this is mostly in the short term and makes the entire process of an online business very risky. It is the reputation of speculators that has resulted in giving home businesses or business opportunities a bad name. A good tip should be cross checked before it is followed.

5) Evaluate risks

Risks are an integral part of a business opportunity and you might find it difficult to initially evaluate risks that can subsequently result in the loss of your capital. However, well calculated risk-taking can result in some very good returns as well so as a business person you should always evaluate risks before starting a business.

Internet marketing is definitely a good place to get good returns on your business.

However, this is a marketplace that needs educated business people and you can get plenty of information on the Internet.

Words and Expressions

double-digit 双倍的

barometer 气压计,晴雨表

arena 场所,领域

proportionate 成比例的

scrip 代股息的股份

upheaval 剧变,动荡

Discussion

1. At the beginning of first paragraph, the writer said: "One of the fastest growing segments in the entrepreneurial segment, whether local or international is the home business." Why? Could you point out some advantages of home business?
2. In the step Start Small, what does the writer mean by saying "start investing in the scrip that qualify as your personal barometers", give out your own understanding of this sentence?
3. When starting an online business, why should we avoid speculation? What's your opinion?

Text 2

The Entrepreneurs Worst Enemy: Excuses

By Jason Robert King

How many people do you know who find excuses for everything? I remember telling my friends that I was going to rent out my house rather than sell it to use as a deposit on a new one. I received all sorts of advice, mostly negative. Here's the kind of things that people said regarding the idea:

- Don't do it because house prices might crash.
- What if the tenant trashes the place?
- You might not be able to find a tenant at all, then what?
- Mortgage rates are going up so you might not make a profit.
- Now's not the right time, wait a while to see if the market improves.

Short of saying "what if the sky falls in?" I received every other reason why not to do it.

So, in my usual style I did it anyway. Since then, house prices have doubled, I have at least £ 80k (\$ 160k) equity in the house and I have the tenants paying my

mortgage. The place has never been empty for more than a week and no-one's trashed the place... yet. The sky didn't fall in after all.

The moral of this story is, if you have an idea and you think it's a good one then just do it. There's nothing wrong with seeking advice from those with expert knowledge in the chosen field. In fact this should be actively encouraged. However, don't take advice from friends who know nothing about your ideas and goals, they'll almost always be negative and try to put you off the idea.

Procrastination and finding excuses not to do things at all is fast becoming a modern pastime. It's human nature to put things off and try to justify not doing things. It's also much easier that way. If you suffer from this, you're not alone, we all do at times but it's those of us who overcome this and take positive action who achieve real success.

If you have any goals, personal or business then do something about them now. If you're waiting for the time to be right then I regret to inform you that the time will never be exactly right. If you think you're not ready and you're still researching the idea there's nothing to stop you from starting now anyway, ready or not. There are countless stories where people have waited too long to take action and implement an idea, only to find that someone else beat them to it.

With this in mind, the easiest way to take positive action now and start your journey to achieving your goals is to write them out, how you plan to achieve them and by what date. Be specific. You can literally do this today, it only has to be a few paragraphs. Pin it up somewhere where you can read it every day. When you read it, read it with true emotion as though you've already achieved your goals.

The reasons for doing this are to do with auto suggestion and are beyond the scope of this article. However, if you do nothing else today, at least do this as it's a very important and powerful first step.

Just remember that procrastination and excuses are the entrepreneurs worst enemy. Ask someone who you consider to be unsuccessful in life why they never achieved more success, but be tactful in your wording. If you do this you'll see exactly what I mean. They'll give you a list of excuses as long as your arm.

Words and Expressions

deposit 订金

tenant 房客, 租户

trash 弄脏

mortgage 抵押借款, 按揭

equity 股票

procrastination 耽误, 拖延

Discussion

1. What about the attitude of the writer's friends when they heard that the writer wanted to rent out his house?
2. In the writer's opinion, what is the moral of the story he told at the beginning of this article?
3. What does the writer mean by saying "Procrastination and finding excuses not to do things at all is fast becoming a modern pastime."? And what kind of people he thinks can achieve real success?
4. What is the easiest way to take positive action now and start your journey to achieving your goals? Do you agree with the writer? Is there any better way?

Exercises

1. Choose one word from the box and put its proper form in each blank.

negotiating, investors, entrepreneurs, point, evaluating,
boundaries, limited, common, pioneer, project

Many people discuss real estate, banking/financial institutions, and other (1) investments that are known to most entrepreneurs. However, because we are new entrepreneurs, we need to create NEW investments!

Many (2) invest money and time into a (3). When one buys a piece of real estate, one spends his/her time (4) the property, discussing and (5) terms, and preparing and signing contracts. After all of that time is invested, money now has to be invested to conclude the deal. These two elements are very common in the entrepreneurial world. Time and money; time and money; time and money! This is all (6) hear! "You have to invest a lot of time and money to make this business work!" I do not entirely agree with that common statement, but there is some truth to it. The (7) is, we as new entrepreneurs need to (at the risk of promoting a cliché) THINK OUTSIDE THE BOX.

You may be asking, "WHAT'S THE POINT? GET TO THE POINT!" The point, my fellow business community members, is that if you/me/us/we ONLY invest time and money into a project, we are extremely (8) in our choice of investment. The entire premise of being an entrepreneur is that we do not fall in line; we do not conform to the conventional; and we break (9) and borders in order to (10) an idea, product, or state of mind!

2. Put proper adverbs, prepositions, or connectives in the following blanks.

The age old question, you want to start a business but have little capital available. So how do you do it?

First of all have a look round (1) sources of borrowing money. The first obvious step is your bank. They are unlikely to lend money (2) you have at least a deposit of 20%. Similarly if you ap-

proach the Small Business Bureau and ask for a guaranteed loan — they are probably going to want a similar deposit.

They may be able to offer you some advice though. Your best bet is to get together a realistic business plan (3) what you wish to do and what it will cost in quite detailed format. Also include details of whom you expect your market to be and how large this market is.

A venture capitalist or angel investor is pretty much (4) of the question unless you have a really unique protected product or a very well established business.

Another source of business funding help may be to apply (5) a grant. They are difficult to get and you will have to have, not only a good case (6) a very well defined business idea.

So if you are capital poor the best advice is to start small. Look at a smaller version of what you intend to start (7). If you want to open a restaurant for example, look at event catering, cake decoration or providing manned bars for weddings etc. Make sure you have the right licenses, permits and health certificates first.

If you are looking at providing any kind of service — start (8) offering your services to local businesses first and working from a home office.

If you are looking to sell products or hand-made items, then start with a mall kiosk or stall (9) a flea market, boot sale or local market place.

You can also try eBay, Craigslist etc.

If you are looking to sell produce then try your farmer's market.

Start small and you have not risked too much and build up. (10) you do well you will learn, establish your business name and build up capital and customers.

Good luck!

3. Translate the following sentences into Chinese and discuss if you can offer more.

- (1) Entrepreneurship is based on innovation and the desire for change.

- (2) Entrepreneurship is looking at the world that way you want it to be, rather than the way it is.

- (3) Entrepreneurship is about freedom.

- (4) Entrepreneurship is about responsibility.

- (5) Just remember that procrastination and excuses are the entrepreneurs worst enemy.

- (6) Internet marketing is definitely a good place to get good returns on your business.

- (7) Small business owners may found their businesses that grow more slowly but more stable rate.

- (8) Additionally, a lawyer who is well-versed in online commerce is helpful to your business.

(9) Careful research and meticulous planning will reward you with success and the greatest possibility of future and continued viability.

(10) Self confidence is a key entrepreneurial skill for success. It is easy to become demoralized, frustrated and resentful if you lack self-confidence.

4. Cloze: There are blanks in the following passages. For each blank, there are four choices marked A, B, C and D. You should choose the ONE that best fits into the passage.

Passage 1

Packaging Alliance

This week sees more changes in the packaging world. DD Holdings, the UK group, has (1) an alliance with three other European packaging companies. The company hopes the alliance will help (2) members to win more orders from multinational pharmaceutical groups.

There is a (3) trend in the pharmaceutical industry for large multinational to use pan-European suppliers. (4) has presented problems particularly for small and medium-sized companies (5) produce in just one country.

DD Holdings, based in Yorkshire, is teaming up (6) partners in France, Germany and Spain to form an alliance called Pharmapak. (7) the partner will continue to work (8) separate companies, they will share (9) of their sales and marketing resources. The ideal (10) customers with opportunity to negotiate Europe-wide contracts.

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|------------------|-------------|-------------|--------------|
| (1) A. appointed | B. advised | C. alerted | D. announced |
| (2) A. our | B. its | C. their | D. theirs |
| (3) A. grown | B. growth | C. growing | D. grow |
| (4) A. These | B. This | C. That | D. grow |
| (5) A. which | B. what | C. who | D. Those |
| (6) A. at | B. to | C. in | D. with |
| (7) A. However | B. Despite | C. Although | D. Because |
| (8) A. as | B. than | C. that | D. for |
| (9) A. some | B. any | C. lot | D. much |
| (10) A. provided | B. provides | C. provide | D. providing |

Passage 2

Martin is a man of all trades and (1) many experiences. He never (2) at one job for more than six months and never leaves the job of his own (3). He is not actually lazy or (4) and his employers (雇主) can not be said to be unreasonable. He is only, according to one of his (5) employers, too eager for the work that his employer hasn't the intention (打算) to (6) him do. One fact about Martin is that he never (7) long to find a new job. Last month, he was (8) again. Mr. King, the owner of a small shop hired him to paint his new house. He readily (9) the job without a word. When (10) Mr. King went to see how things were going on there, he couldn't find Martin. (11) he saw four workmen carefully painting the wall. "What's the matter?" he