

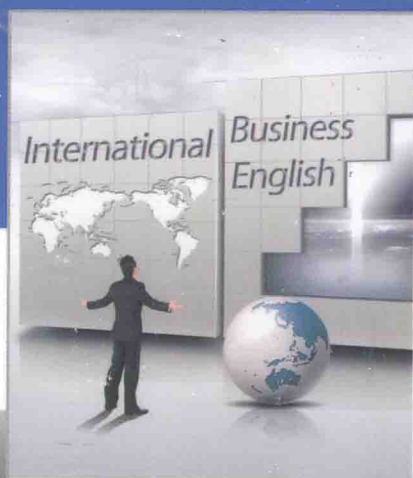


普通高等教育“十二五”规划教材  
全国高职高专规划教材·国际商务系列

# 国际商务英语

International  
Business  
English

周欣奕◎主编



北京大学出版社  
PEKING UNIVERSITY PRESS



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## 内 容 简 介

本书是一本以工作任务为导向的国际商务英语教材,全书以一家跨国公司的国际销售部门的一名新员工在国际商务岗位的工作过程为线索来设置工作任务,包括岗位申请、岗位面试、新员工入职、公司和产品、部门例会、客户接待、商务谈判和商务函件 8 个工作模块。通过测试案例导入工作模块,布置工作任务并提出任务要求,指导学生按照任务要求分步骤通过模拟演练完成工作流程,然后辅以国际商务的相关知识要点,最后通过听、说、读、写等各方面的技能训练,达到技能要求。本书难易适中,语言素材规范,符合实际工作任务。

本书适用于高职层次的国际商务专业、商务英语专业、国际贸易专业,也可用于其他商贸类专业人员的自学用书。

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**电 子 信 箱:** [zyjy@pup.cn](mailto:zyjy@pup.cn)

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**举报电话:** 010-62752024 **电子信箱:** [fd@pup.pku.edu.cn](mailto:fd@pup.pku.edu.cn)

# 前言

## Preface

本书是一本以工作任务为导向的国际商务英语教材。

在经济全球化的进程中，各类企业需要越来越多具有国际思维习惯和跨文化交际能力的国际商务人才。这就对高职国际商务英语课程的教学设计和教学内容提出了更高的要求。本书是在课程改革的基础上，以实践为核心、以岗位需求为依据、以提高高职国际商务英语能力为目标、以工作过程为导向、以企业真实任务为载体开发出来的。

本书以一家跨国公司的国际销售部门的一名新员工在国际商务岗位的工作过程为线索来设置工作任务。通过模拟跨国企业真实场景，营造国际语言环境，使学生亲自经历结构完整的国际商务工作过程，并培养学生诚实、守信、善于沟通和合作的品质。

本书包括岗位申请、岗位面试、新员工入职、公司和产品、部门例会、客户接待、商务谈判和商务函件8个工作模块。每个模块由导入案例、任务要求、任务流程、知识要点、技能要求5个部分组成。

其中，导入案例通过自我测试引导学生进入模块主题，使学生在了解自己的基础上，更好地完成工作任务。任务要求是对任务进行详细描述，提供相关任务背景，并指导学生分配角色。学生可以根据任务要求进行模拟演练，完成工作任务。任务流程则提供了参考模板，学生完成任务后可以对照任务流程，在老师的指导下分析得失。知识要点是在学生完成任务的过程中进行的国际商务专业知识指导，并配有相应的练习。技能要求则通过词汇强化以及听、说、读、写等多方面的技能训练，来加强学生的英语语言沟通能力。

在本书编写过程中得到北京财贸职业学院国际教育学院潘勇院长、财贸素养部王莉莉副教授、科研处田志英副教授、工商系诸位老师以及出版社同仁的大力支持和帮助，在此由衷表示感谢。

由于编者水平所限，书中难免有不妥之处，敬请指正。

周欣奕  
2013年4月

本教材配有教学课件，如有老师需要，请加QQ群（279806670）或发电子邮件至zyjy@pup.cn索取，也可致电北京大学出版社：010-62765126。

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## Module One

# Application for an International Business Job

### 导入案例

职业性格测试。

### 任务要求

学生分成三人一组，分别扮演应聘者、招聘公司人力资源部经理，招聘岗位所在部门经理，用英文完成招聘广告、应聘信和简历、公司内部讨论候选人名单等任务。

### 任务流程

1. 人力资源部经理在网络上发布招聘广告。
2. 应聘者根据招聘广告写一封附有简历的求职信。
3. 人力资源部经理收到求职信和简历后，发备忘录给岗位所在部门经理征询意见。部门经理回复备忘录给人力资源部经理，同意对应聘者进行面试。

### 知识要点

1. 国际商务。
2. 国际销售代表。

### 技能要求

1. 词汇：缩略词。
2. 听：招聘广告。
3. 说：写申请信的注意事项。
4. 读：销售部经理岗位介绍。
5. 写：申请信。





## Personality Test<sup>1</sup>

Answer honestly, and for who you are NOW... not who you may have been in the past. Have pen or pencil and paper ready. This is a real test given by the Human Relations Dept. at many major corporations today. It helps them get better insight concerning their employees and prospective employees.

It's only 10 simple questions, so... grab a pencil and paper and keep track of your letter answers.

1. When do you feel your best?
  - A. In the morning.
  - B. During the afternoon and early evening.
  - C. Late at night.
2. You usually walk...
  - A. Fairly fast, with long steps
  - B. Fairly fast, with little steps
  - C. Less fast, head up, looking the world in the face
  - D. Less fast, head down
  - E. Very slowly
3. When talking to people you...
  - A. Stand with your arms folded
  - B. Have your hands clasped
  - C. Have one or both your hands on your hips
  - D. Touch or push the person to whom you are talking
  - E. Play with your ear, touch your chin, or smooth your hair
4. When relaxing, you sit with...
  - A. Your knees bent with your legs neatly side by side
  - B. Your legs crossed
  - C. Your legs stretched out or straight
  - D. One leg curled under you
5. When something really amuses you, you react with...
  - A. Big appreciated laugh
  - B. A laugh, but not a loud one
  - C. A quiet chuckle

1. Based on [hsnfsteven.wikispaces.com/file/view/E\)+personality+test.doc](http://hsnfsteven.wikispaces.com/file/view/E)+personality+test.doc).



- D. A sheepish smile
6. When you go to a party or social gathering you...
- A. Make a loud entrance so everyone notices you
  - B. Make a quiet entrance, looking around for someone you know
  - C. Make the quietest entrance, trying to stay unnoticed
7. You're working very hard, concentrating hard, and you're interrupted...
- A. Welcome the break
  - B. Feel extremely irritated
  - C. Vary between these two extremes
8. Which of the following colors do you like most?
- A. Red or orange
  - B. Black
  - C. Yellow or light blue
  - D. Green
  - E. Dark blue or purple
  - F. White
  - G. Brown or gray
9. When you are in bed at night, in those last few moments before going to sleep....
- A. Stretched out on your back
  - B. Stretched out face down on your stomach
  - C. On your side, slightly curled
  - D. With your head on one arm
  - E. With your head under the covers
10. You often dream that you are...
- A. Falling
  - B. Fighting or struggling
  - C. Searching for something or somebody
  - D. Flying or floating
  - E. You usually have dreamless sleep
  - F. Your dreams are always pleasant

POINTS:

- 1. A. 2 B. 4 C. 6
- 2. A. 6 B. 4 C. 7 D. 2 E. 1
- 3. A. 4 B. 2 C. 5 D. 7 E. 6
- 4. A. 4 B. 6 C. 2 D. 1
- 5. A. 6 B. 4 C. 3 D. 5 E. 1
- 6. A. 6 B. 4 C. 2
- 7. A. 6 B. 2 C. 1
- 8. A. 6 B. 7 C. 5 D. 4 E. 3 F. 2 G. 1



9. A. 7 B. 6 C. 4 D. 2 E. 1

10. A. 4 B. 2 C. 3 D. 5 E. 6 F. 1

Now add up the total number of points.



## Task Requirements

The students are divided into groups with 3 members each. Student A plays a role as an applicant. Student B plays a role as the HR manager. And student C plays a role as the manager of the department for which the applicant is applying. They will finish the tasks together as follows.

### Task 1 Writing a Job Advertisement

A **job description** is a document primarily used by employers as an advertisement for prospective employees which provide applicants with a comprehensive summary of the necessary skills, abilities, experience and qualifications that are required to perform the duties of the position. It also can be used for determining compensation and performance reviews. It includes job title, job objectives, main job tasks and responsibilities, education and experience, and key competencies.

A **job advertisement** is placed when a vacancy arises within a company or organization. Job advertisements can be found in newspapers, online and on notice boards at companies. A job advertisement should focus on the person a company is trying to attract and the details of the job vacancy. A Job Advertisement will provide the name of the company, the basic details of the company, the position provided, the brief qualification that are required, the compensation, the nominated contact person and contact method.

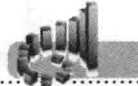
Student B plays a role as Bridges Thompson, the HR manager of Rainbow Pet Products Co., Ltd., Los Angeles, California, which is specialized in Pet Products.

The Rainbow Pet Products Co., Ltd., Los Angeles, California is going to explore Asian Market especially in China. They are in urgent need of international salespersons who are familiar with Asian Culture. Bridges Thompson writes a job advertisement according to the job description (Table 1-1) in order to find an international salesperson who can obtain USD 1.5k each month plus commission with 2-weeks vacation, 10 paid holidays for the International Sales Department.

The company's address: 1358 Westwood Blvd, Los Angeles, CA90024-4911. Telephone number: 213-345-9109.

Fax number: 213-345-9108.

E-mail address: bridgesthompson@yahoo.com.

**Table 1-1 Job Description**

<b>Job Description</b>
<b>Job Title:</b> International Salesperson
<b>General Purpose:</b> To plan and carry out international sales activities on assigned areas. Responsible for ensuring customer satisfaction and managing quality of product and service delivery.
<b>Main Job Tasks and Responsibilities:</b> To make international market research and surveys To develop and maintain a customer database and promotional materials To schedule and conduct international sales and marketing activity To make international sales calls to new or existing clients To develop and make presentations of company products and services to current and potential clients To respond to international sales inquiries and concerns by phone, electronically or in person To negotiate with international clients To fulfill international sales contracts To ensure customer service satisfaction and good client relationships To follow up on international sales activity and service delivery To perform quality checks on product To maintain international sales activity records and prepare sales reports
<b>Education and Experience:</b> College degree Majored in international business or marketing 2 years experience in sales
<b>Key Competencies:</b> Persuasiveness, adaptability, stress tolerance Verbal and written communication skills Negotiation skills



Write a job advertisement with the following information.

- Company Name
- Job title
- Draw Attention sentence and company introduction
- Necessary Requirements
- Compensation
- Contact Method

(150-200 words)



Requires

For consideration submit cover letter and resume to: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

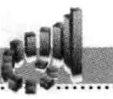
E-mail: \_\_\_\_\_

Contact: \_\_\_\_\_

## Task 2 Writing an Application Letter with a CV/Résumé

When you apply for a job, you'll generally be asked to send in your CV/résumé together with a letter or an email of application.

A **CV or résumé** is a brief account of your previous employment, education, and qualifications. It includes personal information, objective, work experience, education, achievements & awards, computer and language skills, and personal qualities. Name, sex, age, and contact method should be introduced in the personal information. Objective tells what kind of position you are looking for. Work experience contains previous working experience and previous positions and the level of responsibility required by those positions. Education contains the name and location of the universities that you have graduated, the graduation year, and what degrees you have obtained, if necessary, the relevant courses you have attended for this specific position. Achievements & awards involve what you have been awarded or what you have achieved on campus or in previous work. You should mention your ability to operate a computer, especially the computer languages and programs you are familiar with. You should also mention the languages you know, specify the level of knowledge involved: satisfactory, good, or excellent. And then the personalities should be told at last.



Write your application in a letter format with letter head, inside address, salutation, body of the letter, complimentary close and signature. Clearly identify the position you are applying for in your application. And address how your skills, abilities, experience and qualifications meet the requirements. Pay attention to each selection criterion which is derived from the requirements and duties specified in the job description. Employers often receive hundreds of applications for a job, so it's very important to make sure that your CV/résumé and job application letter create the right impression and present your personal information in a focused, well-structured, and attractive way.

Student A plays a role as Daniel Zheng, who was born in May 15th, 2008. He comes from China. He is an international student majored in international business in American Commercial College, Shreveport. He has been worked as a salesperson for Cool Ice-cream House for two years.

Daniel Zheng reads the job advertisement of Rainbow Pet Products Co., Ltd., Los Angeles, California online. He is going to apply for the job as an international salesperson. He writes a CV/résumé together with an application letter on Sept. 12th, 2012 with envelope according to the above Job Description (Table 1-1) and the Job advertisement written by Bridges Thompson.

Daniel Zheng's address: 3014 Knight St. Shreveport, LA 71105.

Mobile phone number: 866-8736-5632.

Fax number: 318-861-2119.

The E-mail address: danielzheng@yahoo.com.



Fill in the CV/résumé with the above information.

## **CURRICULUM VITAE**

### **Personal Information:**

Name:

Date of Birth:

Sex:

Marital Status:

Nationality:

Address:

Telephone:

E-mail:

Fax:

### **Job objectives:**

### **Work Experience:**

Aug., 2010—present:

### **Education:**

Aug., 2007—Aug., 2010:

**Achievements & Awards:**

Achieved and carried out several promotion activities last summer.

Awarded as the Employee of the 2011 Award of the Cool Ice-cream House

**Abilities and Skills:**

Skilled in use of MS, Win 95/NT

**Personal Qualities:**



Write an application letter containing the following information with the help of the above CV/résumé.

- The objectives of the letter and the information channel
- Education and Experience
- Skills and qualification to meet the requirements
- Enclosing the CV/résumé and expressing thanks  
(150-200 words)

Daniel Zheng  
3014 Knight St. Shreveport, LA 71105, USA  
Tel: 866-8736-5632  
Fax: 318-861-2119  
E-mail: danielzheng@yahoo.com

Sept. 12, 2012

Bridges Thompson  
Manager of HR Department  
Rainbow Pet Products Co., Ltd., Los Angeles, California.  
1358 Westwood Blvd  
Los Angeles, CA90024-4911  
USA

Gentlemen:

Sincerely yours,  
Daniel Zheng  
Daniel Zheng

Enc.: CV



Finish the envelope of the application letter with the following information.

- Name and address of the sender
- Name and address of the receiver

Stamps

### Task 3 Writing a Memo

A **memorandum (Memo)** is a document typically used for communication within a company. Memos can be as formal as a business letter and used to present a report. However, the heading and overall tone make a memo different from a business letter. Because you generally send memos to co-workers and colleagues, you do not have to include a formal salutation or closing remark.

Student B plays a role as Bridges Thompson, the HR manager of Rainbow Pet Products Co., Ltd., Los Angeles, California.

Student C plays a role as Christine Winters, the manager of International Sales Department of Rainbow Pet Products Co., Ltd., Los Angeles, California.

After receiving four application letters including Daniel Zheng's, Bridges Thompson writes a memo attached the application letters and CVs/résumés to Christine Winters on Sept. 20th, 2012 and asks her opinion on the interview candidates in order to make arrangements for the interview.

Christine Winters has received the memo from Bridges Thompson. After evaluating the application letters and CVs/résumés, she recommends Daniel Zheng as the interview candidate and tells the reasons by writing a memo to Bridges Thompson on Sept. 22nd, 2012. The decision of whether to interview an applicant is based on how well the applicant has met the requirements.



Write a memo with the following information.

- Attached information
- Ask for recommendation
- Future Arrangement
- Express thanks

(50-100 words)

MEMO To From Date Subject



Write a memo with the following information.

- Requirements for the position
- Recommendation
- Reasons
- Ask the date and time of the interview
- Express thanks

(50-100 words)

MEMO To From Date Subject





## Task Process

### Task 1 Writing a Job Advertisement



#### Rainbow Pet Products Co., Ltd., Los Angeles, California

Requires

#### International Salespersons

If you love to search for new business opportunities, why not join the international sales team at the Rainbow Pet Products Co., Ltd., Los Angeles, California? We are specialized in Pet Products in USA. We are going to explore Asian market. We are a stable company, with excellent benefits, outstanding co-workers, and a fun work environment. Are you a persuasive, goal driven person who is familiar with Asian culture and has experience in sales? We want you! You can earn USD 1.5k each month plus commission with 2-week vacation, 10 days paid holidays. Apply now. Your office is waiting.

For consideration submit cover letter and resume to: HR department, Rainbow Pet Products Co., Ltd., Los Angeles, California.

Address: 1358 Westwood Blvd, Los Angeles, CA90024-4911

Tel: 213-345-9109

Fax: 213-345-9108

E-mail: bridgesthompson@yahoo.com

Contact: Bridges Thompson

### Task 2 Writing an Application Letter with a CV/Résumé



#### **CURRICULUM VITAE**

##### **Personal Information:**

Name: Daniel Zheng

Date of Birth: May 15, 1988

Sex: Male

Marital Status: Single

Nationality: Chinese

Address: 3014 Knight St. Shreveport, LA 71105

Telephone: 866-8736-5632

Fax: 318-861-2119

E-mail: danielzheng@yahoo.com.

##### **Job objectives:**

International Salesperson

**Work Experience:**

Aug., 2010-present: a salesperson for Cool Ice-cream House

**Education:**

Aug., 2007-Aug., 2010: international student in American Commercial College, majored in International Business

**Achievements & Awards:**

Achieved and carried out several promotion activities last summer.

Awarded as the Employee of the 2011 Award

**Abilities and Skills:**

I'm skilled in use of MS, Win 95/NT

My native language is Chinese.

I am familiar with Chinese culture.

**Personal Qualities:**

Persuasive, outgoing with coordination skills, teamwork spirit, Hard-working



**Daniel Zheng**

3014 Knight St. Shreveport, LA 71105, USA

Tel: 866-8736-5632

Fax: 318-861-2119

E-mail: danielzheng@yahoo.com.

Sept. 12<sup>th</sup>, 2012

Bridges Thompson

Manager of HR Department

Rainbow Pet Products Co., Ltd., Los Angeles, California.

1358 Westwood Blvd

Los Angeles, CA90024-4911

USA

Gentlemen:

I am writing to apply for the position of international salesperson which was advertised on the internet.

I come from China. I have a college diploma from the American Commercial College. My major is International Business. For the past two years, I have worked as a salesperson for Cool Ice-cream House.

I have the knowledge of sales, and customer service, and I am skilled in organizing meetings, making presentations, writing reports and dealing with customers. I am skilled in use of MS, Win 95/NT. My native language is Chinese and I'm familiar with Chinese culture. I have two years of sales experience and I achieved and carried out several promotion activities last summer and I was awarded as the Employee of the 2011 Award. I feel I would be especially qualified to work in this position because of my interest and experience in sales and marketing. My excellent communication skills would be a definite asset for your company.