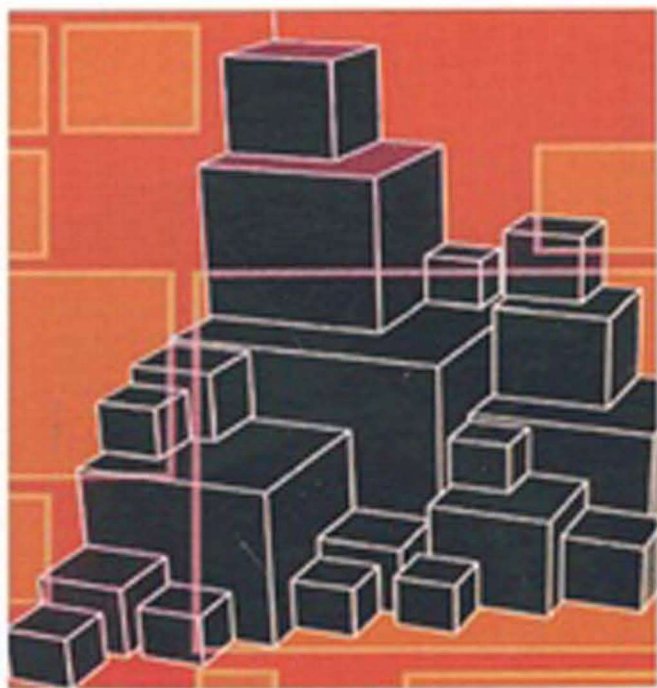




全国高等院校基于工作过程的校企合作系列教材



Practical Oral English  
for Business

# 实用商务英语 口语教程

主 编 赵秀丽  
企业顾问 于欣



对外经济贸易大学出版社

www.fetupress.com.cn



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主 编 赵秀丽  
副 主 编 李政杰 陈 聪  
编 者 门 丹 陈 芳  
          刘文华 田洋洋  
主 审 赵康英  
企业顾问 于 欣

对外经济贸易大学出版社  
中国·北京

## 图书在版编目 ( CIP ) 数据

实用商务英语口语教程 / 赵秀丽主编. —北京:  
对外经济贸易大学出版社, 2012  
全国高等院校基于工作过程的校企合作系列教材  
ISBN 978-7-5663-0545-9

I. ①实… II. ①赵… III. ①商务-英语-口语-高  
等学校-教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字 ( 2012 ) 第 257830 号

© 2012 年 对外经济贸易大学出版社出版发行

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# 实用商务英语口语教程 Practical Oral English for Business

赵秀丽 主编  
责任编辑: 胡小平

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对外经济贸易大学出版社  
北京市朝阳区惠新东街 10 号 邮政编码: 100029  
邮购电话: 010-64492338 发行部电话: 010-64492342  
网址: <http://www.uibep.com> E-mail: [uibep@126.com](mailto:uibep@126.com)

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山东省沂南县汇丰印刷有限公司印装 新华书店北京发行所发行  
成品尺寸: 185mm × 260mm 15 印张 337 千字  
2012 年 10 月北京第 1 版 2012 年 10 月第 1 次印刷

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ISBN 978-7-5663-0545-9  
印数: 0 001 - 3 000 册 定价: 33.00 元 ( 含光盘 )

# 出版说明

教育部[2006]16号文中提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经类专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理 etc 商科专业的学生。

本系列教材主要呈现以下特点：

## 1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

## 2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材包括《外贸函电与单证实训教程》、《商务翻译实务》、《国际市场营销实务》、《商务英语函电》、《国际贸易实务（英）》、《商务谈判实务（英）》、《酒店实务英语》、《旅游实务英语》、《会展实务英语》、《商务英语口译》、《外事接待实务英语》、《商务礼仪实

务英语》、《涉外企业管理实务》、《旅游英语口语》、《进出口报关实务》、《外贸跟单实务》、《国际商务单证实务》、《国际货运代理实务》、《报检实务》、《生产物流运作实务》、《实用商务英语口语教程》、《国际商务英语口语实训》、《中英文导游实训教程》、《中英文酒店服务实训教程》、《集装箱运输实务》、《跨文化交际技巧——如何与西方人交往》和《商务英语视听说》等教材。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材均配有辅导用书和 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

对外经济贸易大学出版社

2012 年 6 月

# 前 言

随着经济全球化的深入发展，英语作为世界通用语广泛地流行，中国越来越迫切地需要既掌握专业知识又能熟练运用英语的高级人才，这就为商务英语专业的教学提出了巨大挑战。为了适应新形势和高校英语教学的发展，我们编写了基于工作过程的实用商务英语口语教材，尝试着帮助学生有效解决英语口语学习和就业中出现的突出问题，让更多学生能够富有激情而有效地进行口语训练，快速提高商务英语中的听、说、译等主要专业实践技能，不断提高专业水平和职业素养，成为既掌握商务知识又能熟练运用英语从事商务活动的复合型商务人才，为国家商贸事业的进一步发展贡献力量。

教材是教学活动得以开展的保证。目前，商务英语口语方面的教材比较有限。《实用商务英语口语教程》是全国高等院校基于工作过程的校企合作系列教材之一，它力求突破局限，精心选材，力争给广大师生提供更大的空间。本书在编写过程中，针对高职高专学生的特点，突出体例新颖，内容翔实，选材典型，图文并茂。从商务工作的实际要求出发，融课堂商务英语教学和商务实际业务为一体，融语言文化知识与商务口语实践为一体，构建了基于工作过程的行动导向内容体系，力求实现教、学、做一体化。

《实用商务英语口语教程》是以商务工作过程的交流任务为主线，以学生为教学中心，依据商务交流实际需求开发学习情境，以典型工作环节或场景设计为教学内容，共分为16大工作项目，每个项目先通过商务知识简介（Brief Introduction）导入项目主题，让学生先了解将要操作的内容，然后通过热身部分（Warming Up）的术语连连看和图片讨论来激发学生的学习兴趣，让学生带着兴趣与好奇进入到实践演练（Acting Out）部分，这部分先为学生准备了常用的表达法和句式，以便使他们能够轻松地模拟后面的三个经典对话。接着的实训部分（Practising）为学生提供了单词或短语实训、句子实训和对话实训，使他们能够在练习中不断提高商务实践技能。然后畅所欲言部分（Speaking Out）为学生定制了绕口令、情景对话和小组讨论，为学生提供各种畅谈的情境和话题。

本教材的编者都是从事高等院校英语教学工作的优秀教师，有着较为丰富的商务知识和商务实践，主编赵秀丽，负责全书的筹划、统稿和校审工作；副主编是李政杰和陈聪。全书共分为16个教学项目（programme），Programme 1、7、11、12由沈阳大学的李政杰老师撰写；Programme 2、5、6由沈阳药科大学的陈聪老师撰写；Programme 3、4、8、9、10、14、15、16由辽宁商贸职业学院的赵秀丽老师撰写；Programme 13和附录II由门丹撰写，附录I和附录III分别由沈阳药科大学的刘文华和陈芳撰写，于欣担任企业

顾问，沈阳大学的赵康英负责主审工作。田洋洋负责资料收集整理。赵国安、郭明和赵秀春负责图片摄制和绘制以及处理工作。感谢所有编者的辛勤劳动，同时，在编撰本书过程中还得到了对外经济贸易大学出版社的编辑和国际友人的大力支持和帮助，我们在此表示衷心的感谢。最后，编者还对所参考的书籍、期刊和网络相关内容的作者表示真诚的谢意。

本书适合高等院校商务英语、国际商务，国际贸易、报关专业的学生使用，也适用于广大英语爱好者，尤其是那些想从事商贸活动或者想练好英语口语的广大人士。由于时间仓促和水平有限，书中错误和疏漏之处在所难免，恳请广大专家和读者批评指正。

编 者

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# Programme

## *Business Reception*

## 商务接待

### Objectives

1. To grasp the relevant terms and expressions on business reception;
2. To get some idea of the procedure and attention to the business reception;
3. To master the techniques of receiving business clients in business activities;
4. To learn to establish a good business relationship with foreign clients.



## Brief Introduction

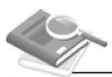
In business field, reception stands the most prominent position. It aims to make clients relaxed and to develop further relationships among them. When a businessman receives his clients, he usually leaves his office and immerses in an open air with the clients. That is important to improve the relationship among the clients and find additional chances for business. A successful reception will make a good impression on the clients and be likely to reach an agreement.

Business reception includes such activities as meeting the business clients at the airport, sending them to the hotel, entertaining them, arranging visits and sightseeing trips, checking out and other activities. Among these, entertaining clients is particularly important.

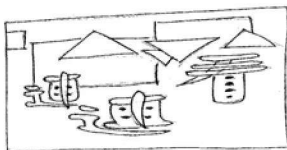
In entertaining activities, business clients can freely communicate with each other and exchange business ideas and opinions to better their relationships. Furthermore, business entertainment adds more personal factors to the business relationship, and businessmen can gain much insight into the needs of the clients and their companies. Meeting mutual needs is a basic component of a good business relationship. Business entertainment can also be a way to express gratitude on behalf of the company, or to support a charitable organization, or to celebrate a significant achievement. Essentially, business entertainment is about business development and business profit, and develops high-performing business relationships.



There are many other means to entertain the clients. Going to concert, playing golf, taking part in sports, having an outdoor dinner and participating social and cultural activities can all be recommended. Nevertheless, bound by time and place, one might not have enough chances to entertain one's clients well. Furthermore, one is not sure if the entertainment or recreational activities may satisfy one's business clients. Because most of the business clients have no idea about what to see, one should just arrange something entertaining or relaxing that may impress them and broaden their horizon.



## Section I Warming Up



### 1. Matching the Words or Expressions

**【Direction】** Read the following words or expressions and then match them with their Chinese equivalents appropriately and quickly.



- |                           |           |
|---------------------------|-----------|
| (1) the Customs           | A. 轻便行李   |
| (2) passport control      | B. 接待处    |
| (3) flight connection     | C. 填写, 填补 |
| (4) light luggage         | D. 入境检验   |
| (5) reception desk        | E. 往返票    |
| (6) fill in               | F. 起飞时间   |
| (7) registration form     | G. 海关     |
| (8) round-trip ticket     | H. 国际航班   |
| (9) departure time        | I. 登记表    |
| (10) international flight | J. 转机处    |

## 2. Discussing

**【Direction】** Look at the following pictures and discuss the questions with your neighbor.



- (1) In picture one, what are the woman and man doing?
- (2) How do you think of the dining room of the hotel? Does it leave a deep impression on you?
- (3) Do you know what kind of facilities should a room offer in a business hotel?



## Section II Acting Out

### Preparations

**【Direction】** In order to do a good job in conducting business reception, you should equip yourself with the following expressions and sentences before you go to carry out a business reception job or do something concerning business reception.

### 1. Important Words and Expressions

reputation 名誉, 名声	check into 办理登记手续	cuisine 烹饪, 菜肴
account 账单, 账户	on behalf of 做……的代表	splendid 极好的
propose 计划; 提议	comfortable 舒适的, 使人舒服的	souvenir 纪念品
reception desk 接待处	thoughtful 体谅的, 体贴的	luggage 行李
look forward to 期望	cooperation 合作, 协作	charge 费用

## 2. Useful Sentences

- (1) How is your trip?
- (2) But I am a little airsick.
- (3) Let's go and get you checked into the hotel, and get some rest.
- (3) It gives me great pleasure to have an opportunity to come to Shenyang again.
- (3) Miss Green, let me help you with your luggage.
- (6) We are happy you can take time to come here today.
- (3) Thank you very much for preparing such a splendid dinner for me.
- (7) Mao Tai is really nice and it won't go to your head.
- (8) On behalf of my corporation, I shall propose a toast to you.
- (9) I hope some day I have a chance to treat you.
- (10) I'm leaving at 6:00 p.m., so I'd like to balance accounts with you now.
- (11) That's for the breakfast you ordered from the room service.
- (12) We'd like one for your file and the other for the account.
- (13) Do you enjoy your stay with us here?
- (14) The room is comfortable and the service is great.
- (15) Is it possible to leave my luggage here until I'm ready to leave this afternoon?



### Project Study 1: Meeting a Client (迎接客户)

**【Project Scene】** Miss Zhang, the secretary of ABC Company in Shenyang, is waiting at the gate of the Arriving Hall of Taoxian Airport. She is expecting Miss Green, who comes for an important negotiation.

Miss Zhang: Hello, Miss Green!

Miss Green: Hello, Miss Zhang. I'm very pleased to meet you again.

Miss Zhang: Me too. Since we've met long before, it's easy to find you in a crowd. How is your trip?

Miss Green: The flight is good. But I am a little airsick.

Miss Zhang: Do you feel better now?

Miss Green: Yes, but I feel tired because the flight is so long.

Miss Zhang: Let's go and get you checked into the hotel, and get some rest.

Miss Green: Fine, thanks.

Miss Zhang: You are welcome to Shenyang, Miss Green. We do expect our successful cooperation.



Miss Green: Thank you. It gives me great pleasure to have an opportunity to come to Shenyang again.

Miss Zhang: Miss Green, let me help you with your luggage.

Miss Green: Thank you very much. It's very thoughtful of you.

Miss Zhang: Please get on, Miss Green.

Miss Green: OK.

Miss Zhang: Are you fine now?

Miss Green: I'm better. Would you mind if I open the window?

Miss Zhang: No, I wouldn't. I'd like to tell you the arrangement for tomorrow. The meeting starts at nine o'clock tomorrow morning in our meeting room. Are you fine then?

Miss Green: No problem.

Miss Zhang: Then I'll ask the driver to pick you up at eight thirty. Hope you'll enjoy your time here.

Miss Green: That'll be fine. Miss Zhang, thank you very much.

Miss Zhang: Here we are, please get off the car. Let's check in.



### 【Notes】

(1) crowd *n.* 人群

(2) flight *n.* 航班, 班机

(3) airsick *adj.* 晕机的

(4) checked into (also check in) 办理登记手续 check out 办理旅馆付账及退房手续

(5) get some rest 休息一会儿

(6) cooperation *n.* 合作, 协作 cooperate *v.* 合作, 协作

(7) opportunity *n.* 机会, 良机 have an opportunity 有机会

get an opportunity 得到机会 create an opportunity 创造机会

have no opportunity 没有机会 great opportunity 大好时机

golden opportunity 极好时机

(8) help sb. with sth. 帮助某人做某事 help sb. out 帮助某人 (尤指摆脱困境或危难)

(9) luggage *n.* 行李 (A E baggage) six pieces of luggage 六件行李

hand-luggage 手提行李

(10) thoughtful *adj.* 体贴的; 沉思的

(11) arrangement *n.* 安排, 布置 arrange *v.* 安排, 布置

(12) pick sb. up 用车接某人

## 【Role-play】

**Direction:** Role-play the above-mentioned dialogue in pairs.



### Project Study 2: Laying Dinner for a Client (宴请客户)

**【Project Scene】** *On behalf of her corporation, Miss Wang has prepared a splendid dinner at Hongxiang Hotel for her American client Mr. Thomas. At the dinner table, they talk a lot and have a good time.*

Miss Wang: Mr. Thomas, we are happy you can take time to come here today.

Mr. Thomas: Thank you very much for preparing such a splendid dinner for me. I've been expecting a real Chinese meal. I'm curious about Chinese culture.

Miss Wang: I hope the dinner tonight will help you understand the Chinese cuisine. Do you prefer to use chopsticks or knife and fork?

Mr. Thomas: I want to try chopsticks, but I'm not good at using it.

Miss Wang: It doesn't matter. Just like this, take it with your right hand, and put them between your thumb and forefinger. Then keep one of them still, move the other. You can have a try.

Mr. Thomas: Look! How is that?

Miss Wang: Very good! You are such a fast-learner. What would you like to drink, Mao Tai or rice wine?

Mr. Thomas: I've heard a lot about Mao Tai. I'll try it.

Miss Wang: Mao Tai is really nice and it won't go to your head.

Mr. Thomas: Wonderful! It has gained the popularity of the world.



Miss Wang: On behalf of my corporation, I shall propose a toast to you. Thank you for your coming. We hope that we can cooperate happily and successfully.

Mr. Thomas: Cheers! In fact, we've heard a lot about your corporation and products. They enjoy a high reputation.

Miss Wang: Thank you. I'm looking forward to our meeting over the next few days.

Mr. Thomas: So am I. To a long friendship, cheers!

Miss Wang: I'm glad you enjoy it.

Mr. Thomas: I hope some day I have a chance to treat you. Thanks a lot.

## 【Notes】

(1) take time to do... 抽时间做……

(2) splendid *adj.* 极好的 a splendid dinner 美餐 a splendid idea 极好的主意



- (3) be curious about... 渴望知道……
- (4) cuisine *n.* (法) 烹饪; 菜肴
- (5) chopsticks *n.* 筷子
- (6) fast-learner 学得快的人
- (7) rice wine 米酒
- (8) go to one's head (指酒) 上头, 使人有醉意
- (9) gain the popularity of ... 受……欢迎, 闻名
- (10) on behalf of sb. / on sb.'s behalf, (AE) in behalf of sb. / in sb.'s behalf  
做某人的代表或代言人, 为某人之利益
- (11) propose *v.* 计划; 提议 propose a toast 提议干杯
- (12) reputation *n.* 名誉, 名声 enjoy a high reputation 享有很高的声誉
- (13) look forward to 期望, 盼望
- (14) treat *v.* 款待  
treat sb./ oneself to sth. 以某事物 (如食物或娱乐) 款待某人或使自己获得享受

### 【Role-play】

**Direction: Role-play the above-mentioned dialogue in pairs.**



### Project Study 3: Checking Out (结账退房)

**【Project Scene】** *After several days' business talks, Miss White has completed her business task and is leaving at 6:00 p.m.. She'd like to close his account, so she comes to Miss Li at the reception desk.*

Miss Li: Good morning, Madam. What can I do for you?

Miss White: I'm leaving at 6:00 p.m., so I'd like to balance accounts with you now.

Miss Li: Yes, Madam. May I have your name and room number?

Miss White: Room 608 and the name is Jane White.

Miss Li: Have you used any hotel service these days?

Miss White: No, I haven't used any service.

Miss Li: Very good, Madam. Here is your bill. Please check it and sign at the bottom of the bill.

Miss White: OK. What's this charge for?

Miss Li: That's for the breakfast you ordered from the room service.

Miss White: Oh, yes. I almost forget it. I'm so sorry about that.

Miss Li: That's all right.





Miss White: Right, it's altogether US \$598.

Miss Li: How would you like to make payment?

Miss White: On company account, please.

Miss Li: Can I know the name of your company, please?

Miss White: Yes, it's Canon Electrics Co., Ltd., Canada.

Miss Li: May I have two of your business cards? We'd like one for your file and the other for the account.

Miss White: Here you are.

Miss Li: Just a moment, please. (After a while) Could you sign here, please?

Miss White: Oh, yes.

Miss Li: Do you enjoy your stay with us here?

Miss White: Very much. The room is comfortable and the service is great.

Miss Li: Thank you.

Miss White: Is it possible to leave my luggage here until I'm ready to leave this afternoon? I'd like to buy some souvenirs for my friends.

Miss Li: Of course. How many pieces of luggage do you have?

Miss White: Just two. I'll be back by 4:00 p.m..

Miss Li: That's fine. Have a nice day.

Miss White: Thank you. See you later.

### 【Notes】

- (1) account *n.* 账单, 账户 close one's account (with) 与……结束账户, 与……结清账目  
balance accounts with 与……结清账目(算账) send in an account 报账  
open an account 开户头 take into account 考虑到, 注意
- (2) service *n.* 服务
- (3) sign *v.* 签名, 签字 sign a contract 在合同上签字
- (4) charge *n.* 费用 an admission charge 入场费 an entry charge 门费
- (5) room service 房间服务
- (6) payment *n.* 支付, 付款 make payment 付账
- (7) on company account 用公司账户
- (8) business card (name card) 名片
- (9) comfortable *adj.* 舒适的, 使人舒服的 a comfortable bed 舒适的床  
a comfortable position 舒适的姿势
- (10) file *n.* 档案, 卷宗; 文件 on file 存档, 归档
- (11) luggage *n.* 行李 (A E baggage) six pieces of luggage 六件行李  
clear one's luggage through customs 把行李交海关查验通过
- (12) souvenir *n.* 纪念品, 纪念物 a souvenir shop for tourists 旅游纪念品商店





## 【Role-play】

**Direction:** Role-play the above-mentioned dialogue in pairs.



## Section III Practising



### 1. Word or Expression Practice

**【Directions】** Read the words or expressions loudly and tell your classmates their Chinese meaning as quickly as you can. If you can't, study them carefully.

- |                     |                  |              |                     |
|---------------------|------------------|--------------|---------------------|
| (1) thoughtful      | (2) hospitality  | (3) cuisine  | (4) check into      |
| (5) on behalf of sb | (6) propose      | (7) splendid | (8) look forward to |
| (9) reception desk  | (10) comfortable |              |                     |

### 2. Sentence Practice

**【Directions】** Read the following sentences and translate them into Chinese with the help of the words or expressions in the brackets.

- (1) Let's go and get you checked into the hotel and have a good rest. (check into)
- (2) Thank you very much for preparing such a splendid dinner especially for me. (splendid)
- (3) I hope to have a chance to repay your hospitality some day. (repay one's hospitality)
- (4) Mao Tai is really nice and it won't go to your head, as most liquor does. (go to one's head)
- (5) On behalf of my corporation, I shall propose a toast to you. (on behalf of)
- (6) Thank you for your inquiry about our new products. (inquiry)
- (7) Thanks again for an enjoyable evening. (enjoyable)
- (8) I'm leaving at 6:00 p.m., so I'd like to settle my account now. (settle one's account)
- (9) That's for the breakfast you ordered from the room service. (room service)
- (10) We'd like one for your file and the other for the account. (file, account)

### 3. Dialogue Practice

**【Directions】** Translate the Chinese parts into English orally in the dialogue with what you have learned.

Miss Zhan: Excuse me, are you Mr. Smith from Australia?

Mr. Smith: Yes, I'm John Smith. It's my honor to meet you.

Miss Zhan: Me too. (1) 您旅途还好吗?

Mr. Smith: The flight was good. But I was a little bit tired, for the flight was so long.

Miss Zhan: (2) 我们走吧, 等到饭店登记后好好休息一下。