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BUSINESS ENGLISH PORTFOLIO

STARTING
BUSINESS
ENGLISH

(商务英语初阶)

步入商界

主教材

RESOURCE BOOK

Christine Johnson
Jack Lonergan



外语教学与研究出版社
英国广播公司



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(全二册)

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前 言

欢迎学习《步入商界——商务英语初阶》!

这套书是为了使你能够最有效、最愉快地学习英语而设计的。通过本课程的学习,我们相信你能达到以下两个明确而实际的目标:第一、能够进行具体的商务活动;第二、能够提高商务英语水平。

《步入商界——商务英语初阶》包括两本文字教材:《主教材》和《学习辅导》。另外,还有电视节目(或录像带)以及录音带。这种多媒体的课程为你的学习提供了极大方便,你可以选择适合自己的学习方式,以取得最佳的学习效果。

本课程共有 20 个单元,每个单元涉及日常商务活动的一个侧面,展示如何处理工作现实中的各种问题,并突出介绍所涉及的重点语言范围。所以,你所听到的语言都是真实的,是与商务活动相关的。全部课程围绕现实生活中的一个完整的商务过程展开,兼顾知识性和趣味性。BIBURY SYSTEMS 是一家生产电子玩具的公司,我们的主人公是新任该公司推销员的 EDWARD GREEN,我们将追随他工作的进展,看到他如何处理公司内部以及同客户之间的关系。在《主教材》正文开始前,你将看到故事的几个主要人物。到课程结束的时候,你或许能决定你最喜欢的人物是谁。

在学习每个单元时,建议你从《主教材》开始。先看一看该单元故事情节的摘要,熟悉一下 WORD-CHECK 中的重点词汇和 LANGUAGE SUMMARY 中的表达用语。然后再看电视或录像中的故事,了解单元的内容和所涉及的语言。如果你遇到看不懂的内容不要着急,《主教材》和《学习辅导》中的练习会帮助你理解故事的内容。看完录像后,先做《主教材》的练习,然后再做《学习辅导》中的词汇和句型练习。做完练习之后再再看一遍录像,你会发现能听懂更多的内容。

《主教材》中还包括:

ANSWER KEY

这是练习的答案,供你做完练习之后核对答案正确与否。

VIDEOSCRIPT

这是录像故事中的全部对话内容,供你在学习和做练习时参考。

AUDIOSCRIPT

这是录音带上的全部录音内容,供你在利用录音带做练习时参考。

GLOSSARY

书后的词汇表可供你学习时参考,但中文释义主要结合本课程。如需进一步学习该词汇,可以查阅词典。

学习本课程要注意语言的实践,要充分利用课程为你设计的各种练习,掌握所学到的在商务活动中有用的句型和表达用语,从打电话到介绍产品到进行谈判。通过大量的实践,相信你将在实际生活中运用从本课程所学到的地道的英语进行成功的商务活动。

《步入商界——商务英语初阶》还可以帮助你顺利通过“商务英语证书考试 BEC”。该考试是由英国剑桥大学考试委员会推荐、国家教委考试中心承办的权威性考试,目前已在我国全面展开。由剑桥大学签发的 BEC 证书可在各类经济部门,特别是涉外经济部门和三资企业招聘、晋升时作为英语能力的权威性证明。《步入商界——商务英语初阶》是剑桥大学考试委员会推荐的备考音像教材。

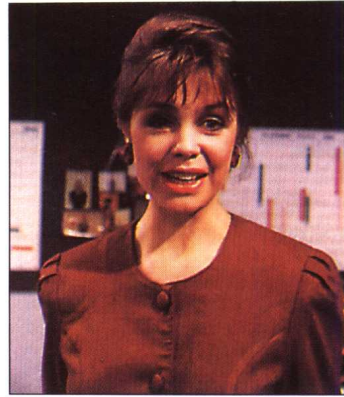
这套书的中文版由中央广播电视大学 and 外语教学与研究出版社联合引进、改编。改编顾问是对外经济贸易大学黄震华教授。参加改编工作的有:刘黛琳、杨启宁。在改编过程中本课程主讲者张静也曾提出一些有益的建议。

编者

BIBURY SYSTEMS



Geraldine Scott
Receptionist



Jenny Ross
Head of Administration



Kate McKenna
Head of Sales



Derek Jones
Development Manager



Don Bradley
Director of
Sales and Marketing



Clive Harris
Managing Director

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INTRODUCING YOURSELF

GIVING NAME AND JOB TITLE

GREETING PEOPLE

TALKING ABOUT YOUR COMPANY



In this unit . . .

Bibury Systems is a British company. It manufactures electronic toys.

Edward Green starts a new job at Bibury Systems.

Jenny Ross shows Edward Green the company offices. Edward sees a new product: "Big Boss".

WORDCHECK

Office

reception
workshop
boardroom
desk

Departments

sales
marketing
administration
research
development

Company

manufacture
product
electronic toy
prototype

Visitor

arrive
meet
greet
welcome
introduce
colleague
make small talk

Job

board of directors
manager
executive
assistant
secretary
work for
(a company)
report to
(a manager)

MEETING AND GREETING PEOPLE

1

Match

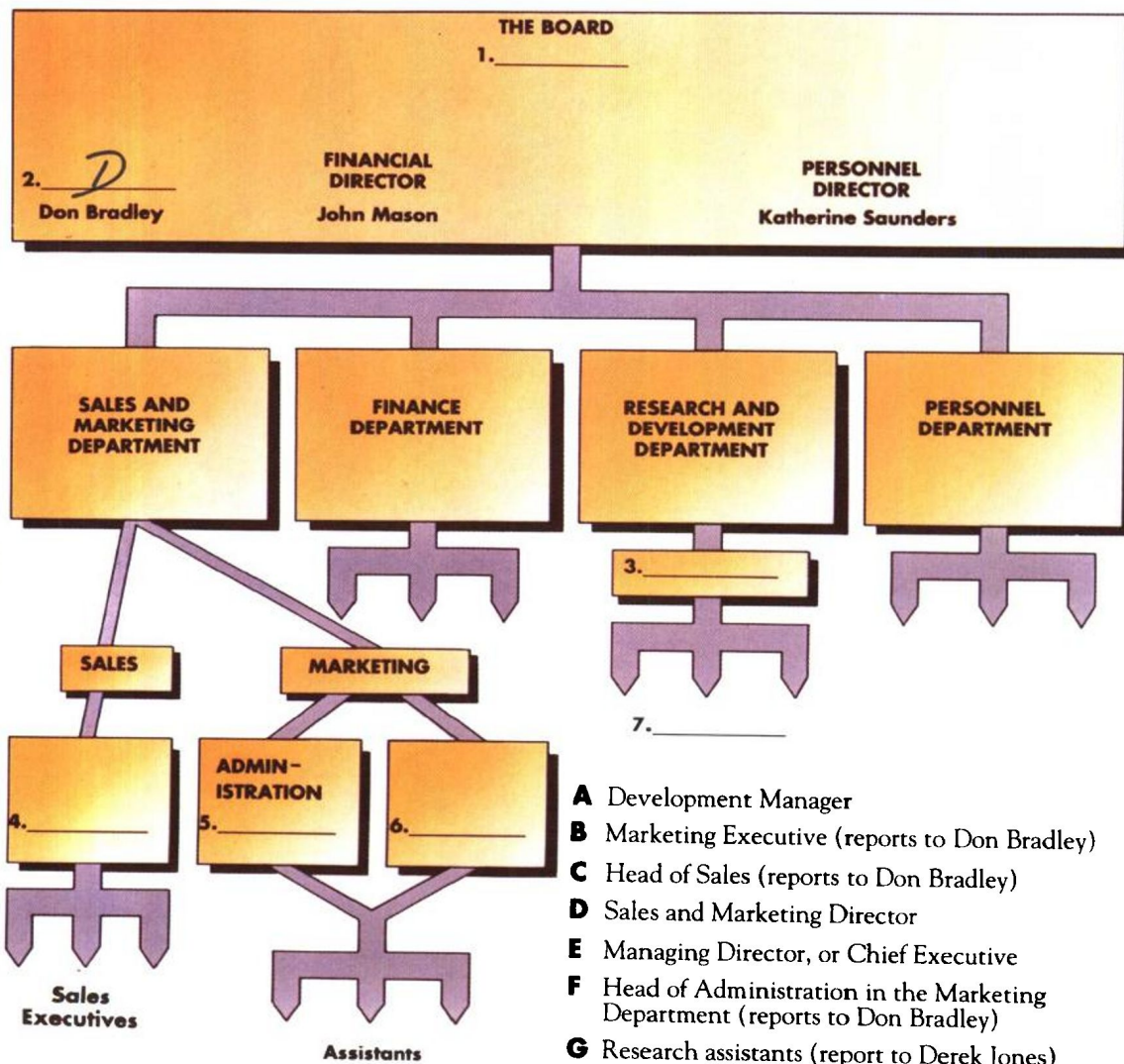
- 1 You arrive at the office in the morning. E
- 2 A new colleague or a visitor arrives at reception. ____
- 3 You meet a visitor or a new colleague. It is the first meeting. ____
- 4 Two colleagues meet. It is not the first meeting. ____
- 5 You introduce a new colleague. ____

- A** How do you do?
Pleased to meet you.
- B** This is Edward Green.
He's our new marketing executive.
- C** How are you?
I'm fine, thank you.
- D** I'm here to see Don Bradley.
One moment, please.
- E** Good morning!
Good morning!

JOB TITLES

2

Match



3

EDWARD GREEN MEETS...

He meets ...	in ...
Geraldine Scott	C
Clive Harris	
Derek Jones	
Kate McKenna	
Don Bradley	
Jenny Ross	
Clive Harris's secretary	

- A** the research and development workshop **C** the reception
B the marketing department **D** the board room

FIRST MEETING

	Jenny and Edward say:	You can say:
Give your name	My name's Edward Green. I'm Jenny Ross	My name is ... I'm ...
Be polite	How do you do?	How do you do? Pleased to meet you.
Reply	Pleased to meet you.	How do you do? Pleased to meet you.
Give job title	I'm the head of administration in the marketing department.	I'm ...

4

FIRST NAMES OR SURNAMES?

Choose



- 1 Does Clive Harris say: **A** Jenny **B** Mrs. Ross?
 2 Does Geraldine Scott say: **A** Clive **B** Mr. Harris?
 3 Does Jenny Ross say: **A** Don **B** Mr. Bradley?
 4 Does Kate McKenna say: **A** Edward **B** Mr. Green?

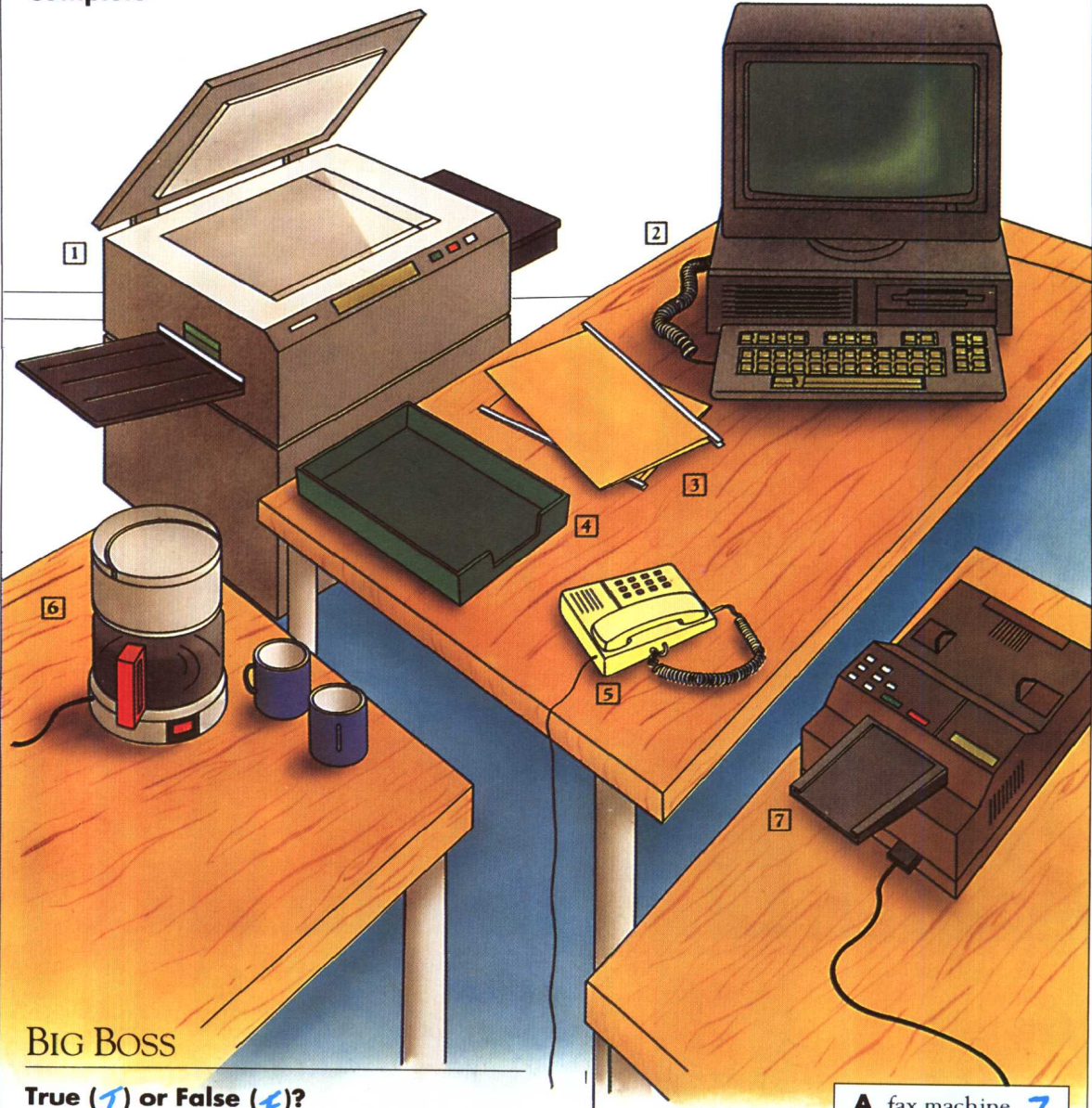
MEETING A COLLEAGUE

	Jenny and Kate say:	You can say:	Clive and Jenny say:
Greet	Good morning, Kate.	Good morning Good afternoon Good evening	Make small talk: Weekend Good weekend? Excellent, thank you.
Be polite	How are you?		Weather It's cold this morning. Yes, very cold.
Reply	I'm fine, thank you.	Fine, thanks. How are you?	

5

OFFICE EQUIPMENT

Complete



6

BIG BOSS

True (T) or False (F)?

- 1 Big Boss is a toy. T
- 2 Big Boss is an old product. ____
- 3 Big Boss has a microphone. ____
- 4 Big Boss talks. ____
- 5 Edward sees Big Boss in the marketing department. ____
- 6 Big Boss speaks English. ____

- | | | |
|---|----------------|----------|
| A | fax machine | <u>7</u> |
| B | files | ____ |
| C | in-tray | ____ |
| D | telephone | ____ |
| E | coffee machine | ____ |
| F | photocopier | ____ |
| G | PC | ____ |

7 DESCRIBING THE OFFICE

Complete

Hello. I'm Edward Green and I work with Jenny Ross.

This is (1) E office.

This is (2) _____ desk, here.

That is where Jenny Ross works. That's (3) _____ desk.

I think you know Don Bradley, the Director of Sales and Marketing. Over there is (4) _____ office.

Bob and Pete report to Derek Jones in the Research and Development Department.

This is (5) _____ workshop.

- | | |
|---------------|----------------|
| A my | D her |
| B your | E our |
| C his | F their |

8 ANSWERING QUESTIONS

Match

- Good weekend? C
- Are you Edward Green? _____
- Welcome to Bibury Systems. _____
- Would you like a cup of coffee? _____
- Do you like it? _____
- I'm sorry. R & D? _____

- | |
|---|
| A No, thank you. |
| B That's Research and Development. |
| C Excellent, thank you. |
| D Thank you. |
| E Yes. |
| F It's very good. |

LANGUAGE SUMMARY

Introducing yourself

Good morning.

I'm Edward Green.

I'm a marketing executive.

I report to Don Bradley,
the Director of Sales and
Marketing.

I'm ...

I'm a ...

I report to ...

Talking about your company

I work for Bibury Systems.

Bibury Systems manufactures
electronic toys.

We have offices in London.

I work for ...

Our company ...

We have offices
in ...

Introducing a colleague

This is Kate McKenna.
She's Head of Sales.

This is ...
He is ...
She is ...

USING THE 2 TELEPHONE

STARTING A TELEPHONE CONVERSATION

GETTING THROUGH

TAKING MESSAGES



In this unit . . .

Edward Green wants Mr Smith to buy Big Boss.

Don Bradley telephones Phil Watson at RUYJ Advertising.

Mr Sakai, a Japanese client, rings Clive Harris to discuss a meeting.



WORDCHECK

Telephoning

make a telephone call

ring

contact

call

call back

hold

speak to (Mr . . .)

switchboard

take a message

available

free

wrong number

busy

direct line

check

try

mobile phone

extension

Advertising

client

catalogue

exciting

arrange

meeting

discuss

figures

presentation

STARTING A TELEPHONE CONVERSATION

1

Complete



1 _____
Bibury Systems.

2 _____
His line is busy.
Will you hold?

I'll put you through.
Please hold the line.

Good morning.
3 _____
4 _____

5 _____



- A My name is Sakai.
- B Good morning.
- C I'll hold.
- D Can I speak to Clive Harris, please?
- E Can I help you?

GETTING THROUGH

2

Complete



Good morning.
Phil Watson's office.

Who's calling, please?

I'm afraid Mr Watson
is not in the office
at the moment.
Can I take a message
or would you like
to ring him on his
mobile phone?



Mr Smith's office.

I'm afraid Mr Smith
isn't available.
He's in a meeting.

Hello. Can I speak to
Phil Watson, please?

1 _____

2 _____
Can you ask Mr
Watson to ring me?

3 _____
Can I have the
number, please?

Hello.
My name's Edward
Green.
I'd like to speak to
Mr Smith, please.

4 _____



- A Can you take a message, please?
- B I'll ring back.
Is he free later this afternoon?
- C My name's Don Bradley.
- D I'll try his mobile.

3

WHAT IS IT ABOUT?

Match

- 1 Edward calls Mr Smith about C
- 2 Kate calls Clive Harris about _____
- 3 Mr Sakai calls Clive Harris about _____

- A** a meeting they have arranged.
- B** the figures for the presentation to Mr Sakai.
- C** an exciting new product.

4

WHAT IS THE PROBLEM?

Choose



1

2

3

- | | | | |
|-----------------------------------|---------|-------|-------|
| A He's not in the office. | _____ | _____ | _____ |
| B He's not available. | ✓ _____ | _____ | _____ |
| C His line is busy. | _____ | _____ | _____ |
| D He has the wrong number. | _____ | _____ | _____ |
| E He's in a meeting. | _____ | _____ | _____ |

5

WHAT HAPPENED?

Choose

- | | |
|--|--|
| 1 How many telephone calls does Edward make to Mr Smith? | 3 Clive Harris doesn't want to talk to Kate now because: |
| A two | A He is too busy |
| B three | B He has an important telephone call from Japan |
| C four | C He doesn't want to talk about sales figures |
| 2 Don Bradley wants to speak to Phil about: | 4 Edward can speak to Mr Smith because: |
| A a new product | A Mr Smith's secretary is not there |
| B an advertising problem | B He has Mr Smith's direct number |
| C mobile phones | C Jenny tells him to try again |

6

TAKING MESSAGES

Read

Jenny: Marketing office. This is Jenny Ross (A).

Phil: Good morning. This is Phil Watson (B).
I'm from RUYJ Advertising (C).
Can I speak to Edward Green (D), please?

Jenny: I'm sorry. He isn't in the office at the moment, Mr Watson.
Can I take a message?

Phil: Yes. Can you ask him to call back as soon as possible (E)?
It's very important.
My number is 0905 816259 (F).

Jenny: Let me check that. 0905 816259.

Phil: That's right.

Jenny: OK, Mr Watson. I'll give Edward Green your message.

Phil: Thank you. Goodbye.

TELEPHONE MESSAGE

1 For:

Date: _____ Time: _____

2 Name of caller: _____

3 Company: _____

4 Tel. No. _____

5 Message: _____

6 Message taken by: _____

TELEPHONING: MAKING A CALL		TAKING A MESSAGE	
	Edward says:	You can say:	
Give your name and company	Hello, my name is Edward Green. I'm from Bibury Systems.	My name is . . . I'm from . . .	Offer to take a message
Say who you want to speak to	I would like to speak to Mr Smith, please.	I'd like to speak to . . ., please? Can I speak to . . ., please?	Ask for the name
			Ask for the telephone number
			Check information
			Check the number
			Check the spelling
			Be polite