

现代商务英语

Contemporary Business English: Speaking Workshop

英语

1

口语教程

主 编◎李荣庆 李全福
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 新曙光 XINSHUGUANG
现代商务英语系列教材

现代商务英语口语教程(上)

Contemporary Business English: Speaking Workshop(1)

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内 容 提 要

《现代商务英语口语教程》(上)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材内容涵盖工商领域产、供、销和对外贸易的各个环节。各单元由短文导入、核心词汇训练、句型训练、看图说话、小组讨论和商务领域特殊用法组成。

教材各练习环节均按以学生为中心的教学模式而设。比如,每单元的口语练习大都以学生小组对话形式组织,教师可因势利导,安排学生自主进行会话练习。

本系列教材重视整体构建,另编有《现代商务英语综合教程》、《现代商务英语听力教程》。这些教材各单元的主题与《现代商务英语口语教程》基本一致,形成呼应关系,数种教材同时使用,可以产生课程间教学合力,为迄今比较先进的教材组合设计。本教材附带教师教学用 PPT 演示文稿,其中收入每单元练习题目的答案,方便教师使用。

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《现代商务英语口语教程》(上)编写说明

《现代商务英语口语教程》是为高职高专商务英语专业学生量身打造的新曙光现代商务英语系列教材之一。它适合高职高专商务英语专业高年级同学使用。本书为《现代商务英语口语教程》的上册。共计12个单元。每单元按3个学时授课,可满足一个学期36学时的教学工作量。本教材各单元的主题分别为:认识公司、应聘面试、文员必备、经历须知、管理功能、决策过程、人力资源管理、工作激励、企业培训、质量管理、客户关系和财务会计。本册书所选各单元主题与《现代商务英语综合教程》(上)配套,为工商领域中最为基础的内容。这些内容涵盖涉外工商领域工作中所必需的基础知识。

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前言

新曙光现代商务英语系列教材是根据教育部“以服务为宗旨,以就业为导向”的高等职业教育战略方针,针对我国高等职业教育商务英语教学状况以及我国经济高速发展的实际情况而编写的一套系列教材。随着我国经济快速发展和快速融入全球经济体系,各地高等职业教育的商务英语专业的设置和在校学生人数已经初具规模,商务英语专业的教材建设也越来越受到重视。教学实践经验表明,与时俱进的新型现代商务英语教材的开发对于培养出具有国际商务综合能力的学生有着十分重要的意义。新曙光现代商务英语系列教材的组织策划者和编者在该教材的开发设计和编写中就如下几个方面达成共识。

一、本套现代商务英语系列教材的建设必须以培养具有外语能力的商务技能型人才为目标。除了重视传统的听、说、读、写、译等英语专业的基本技能外,学生的商务专业技能的培养应被放在突出的地位。本套教材的设计和编写注重学生的设计能力、沟通能力、交际能力、团队能力、想象能力、创新能力、批评能力、审美能力、动手能力和计算机操作等具体技能的培养。

二、本套现代商务英语系列教材应该成为推进教学改革的平台。本套教材的设计和编写融入了近年来世界范围内先进的教学理念,使创新性学习(Creative Learning)、主动性学习(Active Learning)、批判性学习(Critical Learning)、分析性学习(Analytical Learning)的求知模式能够得以实现。本套教材的编写还致力于推进以教师为中心的教学模式向以学生学习为中心的教学模式的转变。

三、本套现代商务英语系列教材的建设以就业为导向。商务英语专业具有跨学科性、专业覆盖面宽、就业面广等特点。因此,本套教材的配套设计专门考虑到几个就业岗位群的需要,这些岗位群包括涉外管理岗位群、涉外贸易岗位群、涉外服务岗位群、外语师资岗位群。本套教材的设计开发以“基础技能主干教材+岗位方向配套教材”的理念面向这些岗位群。

四、本套现代商务英语系列教材的建设吸收了近年来新的科学技术成果。本套教材采取多维立体化教材模式,每种教材都配有数字化辅助教学资源,从而使这套教材实现了立体化,发挥出高效的施教与学习效果。

新曙光现代商务英语系列教材在相关专业教学指导委员会、行业协会、学会、企业、事业单位和学校的关怀和支持下,必定能够成为21世纪商务英语专业的优秀教材。

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Unit One Understanding Company

Section 1 Enjoy the Story

A New CEO

The board of directors (董事会) for a large company, believing it was time for a *shake-up* (人事改组), hires a new CEO. This new boss is determined to rid the company of all *slackers* (偷懒的人). On a tour of the facilities during his first day, the CEO notices a guy leaning casually against the wall. The room is full of workers and he wants to let them all know he means business, and that wasting time on the clock is not acceptable. The CEO walks up to the guy and asks, “What’s your wage?”



A little surprised, the young fellow looks at him and replies, “I make \$ 300 a week. Why?”

The CEO reaches into his wallet, hands the guy \$ 1,200 in cash, and screams, “Here’s four weeks’ pay, now GET OUT and don’t come back!”

Feeling pretty good about his first firing, the CEO looks around the room and asks, “Does anyone want to tell me what that *goof-off* (屡犯错误的人, 游手好闲的人) did here aside from standing around?”

With a sheepish grin, one of the other workers *mutters* (低声说), “That guy delivered our pizza.”



Practice the comprehension dialogues about the story.

Student A: What is the new CEO determined to do in the story?

Student B: _____

Student A: What does the CEO notice on a tour of the facilities during his first day?

Student B: _____



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Student A: What does the CEO do with the guy leaning casually against the wall? Why?

Student B: _____

Student A: What does the guy turn out to be?

Student B: _____

Section 2 Build Your Oral Vocabulary

1. company

2. firm

3. organization

4. partner

5. business

	company	公司	
multi-national company	跨国公司	state-owned company	国有企业
holding company	控股公司	company profits	公司利润
establish/found a company	成立一家公司		



Ask each other questions and answer them by using the phrases in the box.

Student A: What does your brother do?

Student B: He works for a branch in Guangzhou of a _____ (跨国公司).

Student A: What do you think of the new managing director in your company?

Student B: Good, _____ (公司利润) have increased 10% in the past 5 months.

Student A: What are you going to do after you resign from the _____ (国有企业)?

Student B: I am going to _____ (成立一家公司) with my friends.

Student A: What is a _____ (控股公司)?

Student B: It is a company with controlling shares in other companies.

	firm	公司, 商行	
law firm	律师事务所	accounting firm	会计事务所
trustworthy firm	可靠的商行	firm offer	实盘, 实价



Ask each other questions and answer them by using the phrases in the box.

Student A: It's such a large _____ (律师事务所). Do we have our own staff restaurant?

Student B: Of course, we have.

Student A: Are the prices on the list _____ (实价)?

Student B: Yes. Our offers are firm for a month.

Student A: Who runs this _____ (会计事务所)?

Student B: Mr. Smith.

Student A: How about this firm?

Student B: The firm's finances are sound. I think it's a _____ (可靠的商行).

organization 组织, 机构	
business organization 企业/商业机构	organization chart 组织架构图
organizational 组织的	organizational culture 企业文化



Ask each other questions and answer them by using the phrases in the box.

Student A: Would you please introduce your company?

Student B: Sure. Here is our _____ (组织架构图). It shows how the departments are structured.

Student A: What do you know about this company?

Student B: Oh, it's a great company. It provides excellent _____ (企业文化) and comfortable work environment for employees.

Student A: A private limited company is the simplest and most prevalent form of _____ (企业机构), isn't it?

Student B: Sorry, I don't agree with you.

	partner	合伙人	
local partner	本地合伙人	managing partner	任事股东
partnership	合伙(关系)	in partnership with	与……合伙
go/enter into partnership	结成合伙关系		



Ask each other questions and answer them by using the phrases in the box.

Student A: I think a joint venture is not suitable because we don't necessarily need a _____
(本地合伙人).

Student B: I totally agree with you.

Student A: Having a _____(任事股东) should help.

Student B: Well, I am not totally convinced, but I'm willing to be persuaded. As you are keen on the idea, why don't you prepare the paper about the functions of the managing partner?

Student A: I wonder if you would consider _____(结成合伙关系) with me. There would be a certain amount of risk.

Student B: If you don't mind, I'd like to think about it for a minute.

Student A: She founded a company months ago, didn't she?

Student B: Yes. It's a trading company. She worked _____(与……合伙) her sister.

	business	事务, 业务, 交易	
private business	私事	business manager	业务经理
business appointment	商务约会	do business	做生意



Ask each other questions and answer them by using the phrases in the box.

Student A: Ms. Liu, your _____(业务经理) told me that you were looking for an export manager.

Student B: Yes, that's it.

Student A: You don't know anything about me and you'd better mind your own business. It's my _____(私事).

Student B: What you said is so stupid. You are all the world of me, and forever!

Student A: Will you go to the movie with me tonight?

Student B: I'd love to, but I have a _____ (商务约会) tonight.

Student A: You see, _____ (做生意) will profit both of us.

Student B: Really? I can't believe it.

Section 3 Drill in Sentence Patterns

The following are some most frequently used sentence patterns. In this section, students will use these patterns to make sentences with the terms given in the box.

Excuse me. Could you please explain. . . 你能解释一下……吗?

Generally speaking, . . . 总的来说,……

multi-national company	跨国公司	state-owned company	国有企业
holding company	控股公司	company profits	公司利润
establish/found a company	成立一家公司	law firm	律师事务所
accounting firm	会计事务所	trustworthy firm	可靠的商行
firm offer	实盘, 实价	business organization	企业/商业机构
organization chart	组织架构图	organizational	组织的
organizational culture	企业文化	local partner	本地合伙人
managing partner	任事股东	partnership	合伙(关系)
in partnership with	与……合伙	go/enter into partnership	结成合伙关系
private business	私事	business manager	业务经理
business appointment	商务约会	do business	做生意



Exercise

Fill in the spaces first and then practice the dialogues orally till you become very familiar with the sentence patterns.

Student A: Excuse me. Could you please explain how a holding company is operated?

Student B: I suggest you ask an expert.

Student A: Excuse me. Could you please explain _____?

Student B: _____.

Student A: Excuse me. Could you please explain _____?

Student B: _____.

Student A: Excuse me. Could you please explain _____?

Student B: _____.

Student A: Generally speaking, it is a trustworthy firm. You can enter into partnership with it.

Student B: I see. We'll have an appointment with their business manager next week.

Student A: Generally speaking, _____.

Student B: _____.

Student A: Generally speaking, _____.

Student B: _____.

Student A: Generally speaking, _____.

Student B: _____.

Section 4 Present Your Oral Skills



Look at the following picture and write a meaningful paragraph of about 3–4 sentences in the space provided. Practice your paragraph orally until you can say them easily. Then orally explain the contents of the picture to your classmates.

Topic: What Is a Company?



Section 5 Discuss around Your Desk



The class will be divided into small groups each with 3–5 students. First discuss these questions in small groups and then give a report to the whole class by a group leader.

Topic 1

What do you plan to do for a job when you graduate? Work in a company or create your own business? Why?

Before you talk, you may write down some key words here.

Topic 2

Would you like to work in a big company or a small company?

Before you talk, you may write down some key words here.

Topic 3

There are several sections in a company: Marketing Dept. , Financial Dept. , HRM Dept. , Purchasing Dept. , Quality Dept. and Product Dept. etc. Which section would you like to work in? Why?

Before you talk, you may write down some key words here.

Section 6 Handle Business Special Terms

Fraction

分数的表达法	分数	读法
基数词表示分子,序数词表示分母; 分子大于1时,分母要用复数形式	1/3	one third
	2/3	two thirds
	1/5	one fifth
	3/5	three fifths

续表

分数的表达法	分数	读法
half, quarter 的用法	1/2	a half or one half
	1/4	a quarter
	3/4	three quarters



Work in pairs and practice the dialogues orally.

Student A: There are forty students in this class. Ten of them are girls.

Student B: In this case, three-fourths are boys.

Student A: There are _____ students in this class. _____ of them are girls.

Student B: In this case, _____ are boys.

Decimal

小数的表达法	小数	读法
小数点前的数按普通基数词的读法来读, 小数点后的数按单个数字一一读出; 小数点后的 0 通常读作 oh, 有时也读作 naught 或 zero, 小数点读作 point	1.56	one point five six
	10.305	ten point three oh five
	12.25	twelve point two five
	132.09	one hundred and thirty-two point oh nine



Work in pairs and take turns to read the following decimals.

1.34	2.56	4.78	7.89	8.98	36.34	56.65	98.567
123.23	234.34	101.789	344.45	454.89	450.89	453.08	499.97