



高职高专国际商务专业系列教材

商务英语

Shangwu Yingyu

顾问 / 薛荣久 主编 / 刘靖



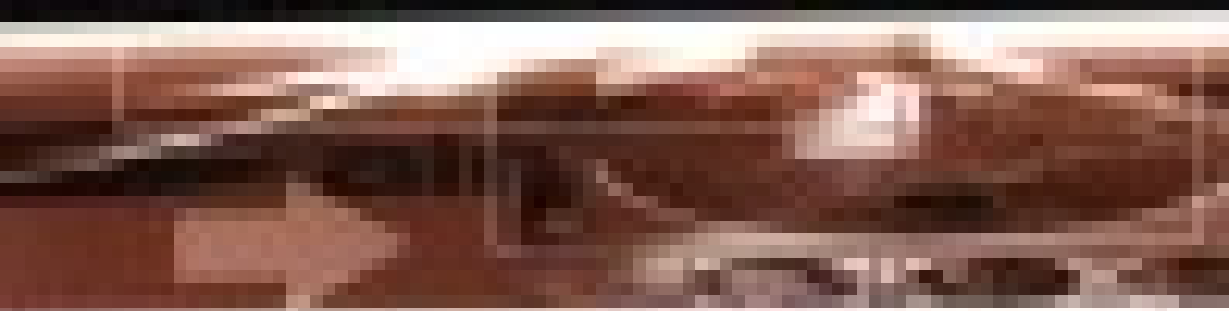
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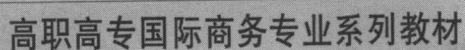
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内容提要

《高职高专教育英语课程教学基本要求》明确提出了“以实用为主,应用为目的”的教学目标。本教材的编写以高职高专人才培养目标为依据,突出实际语言应用能力的培养;内容具有实用性和针对性,将语言基础能力与对外商务交际能力的培养有机地结合起来;加强听说能力的训练,在适当降低“学术阅读”的要求的同时,加强“实用阅读”的训练与培养,即加强对实用应用文献的阅读和模拟套写训练;所选用的口头、书面材料、案例以及文化介绍,均符合中国学生在国内的涉外环境下运用,贯彻了“少而精”、“用得着”的原则。

本书作为高职高专国际商务专业或其他经济贸易类专业的教材,也可作为商务人士英语培训用书。

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序言

进入 21 世纪以来,随着经济全球化的深入发展,世界经济贸易发生了巨大变化,特别是我国加入 WTO 后的权利与义务,也对我国的国际经济贸易环境产生了深远影响,对我国的人才素质和知识结构提出了更高的要求。对我国高等职业教育提出了要求:如何跟上我国国际经济贸易的迅速发展?如何为我国培养出合格的、综合型和实用性的国际商务职业人才?

高职高专教育是我国高等教育的重要组成部分,担负着为国家培养输出生产、建设、管理和服务第一线技术应用型人才的重任。进入 21 世纪后,高职高专教育的改革和发展呈现出前所未有的发展势头,在校学生数量和毕业数量已占我国高等教育的半壁江山,成为我国高等教育的一支重要的生力军;“以就业为导向”、“够用、适用”、“订单式培养”的办学理念成为高等职业教育改革与发展的主旋律。

为适应我国开放型经济和高等职业教育的发展要求,必须加强高职高专院校的教学改革和教材建设。为了进一步提高我国高职高专的教材质量,重庆大学出版社在全国范围内进行了深入的调研,2005 年 8 月在昆明组织了 10 多所在国际商务专业方面有丰富办学经验的高职高专院校的专家和一线骨干教师,就该专业的系列教材在书目品种、结构内容、编写体例等

多个方面进行了科学严格的论证。

在重庆大学出版社精心策划下,经过与会者的共同努力,我认为本套系列教材具有如下的亮点:

第一,全新的课程体系。本套系列教材是根据岗位群的需要来规划、设置而编写的。

第二,立体化的教材建设。课程突出案例式教学以及实习实训的教材体系,并配套推出电子教案,为选用本系列教材的老师提供电子教学支持。

第三,突出实用性。参与本套教材编写的教师均具有多年的国际贸易实践经验和长期从事教学和研究工作的经历。在教材编写中力求把二者结合起来,做到实用,使学生较好地掌握实际操作本领,使得“实务”课程真正体现“务实”。

第四,内容体现前沿。本套系列教材反映了国际商务的最新研究成果和规范。教材内容既能满足高职高专国际商务专业学生培养目标的需要,又能满足培养具有外贸实务操作、业务外语交流、熟悉电子商务技术等具有较强业务能力的复合型人才的需要。

本人1964年从北京对外贸易学院(对外经济贸易大学前身)研究生毕业,留校至今,一直从事国际贸易的教学与研究。对我国的国际贸易教育与研究一向积极支持。2005年8月重庆大学出版社邀我参加“国际商务高职高专系列教材”编写会议,就这套教材编写应考虑的国际商务发展背景、教材定位、书目品种、结构内容、编写体例发表了意见,还就已经编写出的教材大纲发表了修正建议,与参会的老师进行了交流。

此外,重庆大学出版社邀我担任这套系列教材的主审,对此盛情我婉言谢绝。主要理由是我没有履行主审任务的时间。因为我一直担任本科、硕士研究生和博士研究生的教学,还承担教育部“211”重大课题《国际经贸理论通鉴》的总主编工作,此外,还有一些社会活动,没有时间从事这套系列教材的主审,但可为它作序。

总之,我相信,在重庆大学出版社精心策划下,在全体编写老师和编审委员会的共同努力下,一套内容新、体系新、方法新、工具新的符合我国国际商务发展需要的“国际商务高职高专系列教材”已基本成型,其中有的教材已被教育部列为普通高等教育“十一五”国家级规划教材。相信本套系列教材能够满足国际商务教学和高等国际商务职业人才培养的需要。

对外经济贸易大学教授、博士生导师

薛荣久

2006年7月13日

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UNIT 1

Interview

In this unit we'll

- learn new vocabulary about interview
- learn about how to prepare for an interview
- learn the useful tips



Part 1 Warming-up exercises

1. How do you prepare for an interview?
2. "It is all one to me if a man comes from Sing Sing or Harvard. We hire a man, not his history."

Henry Ford (1863-1947), American car manufacturer (Sing Sing: a famous prison)

Do you agree it or not? Why?

3. In your opinion, which factors are most important for getting a job?

Part 2 Vocabulary

I. Match

Find the job titles that best match the different departments.

List A	List B
Head Office	Accounting Assistant
	Accounting Clerk
Business Office	Accounting Manager
	Accounting Stall
Personnel Department	Accounting Supervisor
	Administration Manager
Human Resources Department	Administration Staff
	Administrative Assistant
General Affairs Department	Administrative Clerk
	Assistant Manager
General Accounting Department	Business Controller
	Business Manager Cashier
Sales Department	Clerk/Receptionist
	Clerk Typist & Secretary
Sales Promotion Department	Computer Data Input Operator
	Copywriter

continued

Export Department	Deputy General Manager
Import Department	Export Sales Manager
Public Relations Department	Export Sales Staff
Advertising Department	Financial Controller
Planning Department	Financial Reporter
Product Development Department	Fund Manager
Research and Development Department (R&D)	General Auditor
Secretarial Pool	General Manager/President
	General Manager Assistant
	General Manager's Secretary
	Import Liaison Staff
	Import Manager
	International Sales Staff
	Market Analyst
	Market Development Manager
	Marketing Manager
	Marketing Staff
	Marketing Assistant
	Marketing Executive
	Marketing Representative
	Marketing Representative
	Manager
	Proof-reader
	Secretarial Assistant
	Secretary

II. Discussion

What kind of characteristics would you need to be a bank accountant, a computer specialist, a personnel manager, a secretary, a store detective, a sale man, an assistant manager? Here are some words to help you.

trustworthy	persistent	hardworking	punctual	careful	well-mannered
tactful	eloquent	expressive	tolerant	astute	attentive
bright	intelligent	dependable	agreeable	calm	easy-going
reliable	responsible	sharp	clever	moody	



Part 3 Texts

I. Listening

Listen to the interview. Then complete these sentences with the words you hear.

Situation: Jenny Rose is interviewed by Mr. Frances Horibe, the Personnel Manager of Star Company.

F. H. : Good morning, Miss Rose. Please take your _____. I'm Frances Horibe, Personnel Manager. What can I do for you?

J. R. : I read an _____ of your company in yesterday's newspaper. You need a secretary, so I sent my _____ and now I'm here.

F. H. : Have you worked as a secretary before?

J. R. : I'm sorry to say that I haven't. But I finished the vocational course with the _____ of secretarial work. So it means that theoretically I should know something.

F. H. : Oh yes, I remember now. That's very good. Do you speak any foreign languages?

J. R. : Oh to a certain extent, yes. I know fairly well _____ and _____, a little German.

F. H. : That's not bad. We really need German.

J. R. : Oh, I can continue my studies in German. I'll go to some _____ classes.

F. H. : Fine.

J. R. : If you can't take me on as a secretary, I could be on probation for a time first.

F. H. : Well yes. I think that in the _____ you'll have to learn quite a lot.

J. R. : I'm willing to do that.

F. H. : Well, now... where have I put your application... oh, here it is. You see, we need a curriculum vitae as well and _____ photographs.

J. R. : I'll bring them as soon as I can.

F. H. : That's good. Can you start next Monday?

J. R. : Oh yes, of course.

F. H. : Well then. I'll see you next Monday at 9.

J. R. : Thank you. Goodbye.

F. H. : Goodbye.

II. Reading

Interview Preparation

By Richard O'Connor

The job interview is the moment of truth in job hunting. In addition to how the interviewer sees your qualifications and personal qualities, much will depend on how they evaluate your interview performance in general. Therefore, it is helpful to consider it a performance or a game whose goal is to sell the interviewer on the idea that you are the best person for the job.

Most people take a passive approach to an interview, answering whatever questions they are asked to the best of their ability. A better approach is to take control and give the interviewer what you want to give, not necessarily what they are trying to find out; inspire confidence — to give the interviewer every reason to believe that you can handle the job for which you are being considered and little reason to believe you can't. You do this with more than the answers you provide. Confidence is also inspired by the way you look, the enthusiasm, energy, confidence, personal ability and ambition you show or don't show.

The main reason most candidates do not get the job is that they don't inspire confidence. They don't lose out because they don't have the qualifications to do the job but because their confidence in their ability to do the job didn't come through in the interview. They didn't sell themselves well enough. The reason most don't is because they are nervous and feel great pressure to perform. Many people feel like failures and become even more anxious if they don't get an offer after each interview. This is unrealistic. Most people who get interviewed get turned down.

Forget about whether you are going to get the job. Just concentrate on the interview and do as many as you can. Interviewing is a skill that is learned with practice just like any sport or performance. Mentally going over what worked and what didn't will improve your performance. Preparation is the key. Practice



answering questions and sounding confident. Just like an actor rehearses, you are rehearsing your role as a job candidate. It will give you the confidence to take control when it is your turn “on stage”. When you handle the interview with confidence, the job will take care of itself. As in sports, confidence comes from knowing you are prepared. Never go to any interview without doing as much research as possible about the company, institution, etc. Surveys in the U. S. show that lack of familiarity with the company will hurt your chances in as many as 75% of the interviews.

Virtually all interviews about the following.

Can you do the job?

Will you do the job?

Will you fit into the company?

So, regardless of the questions you are asked, the answers you give should fit into one of those three areas — I can do the job. I will do the job. I will fit into your company. Like the resume, keep focused. If you are being interviewed by the person who will be your supervisor, the questions will most likely be less general and specific to the job itself. Your answers can be more direct and brief.

Decide the strengths you want to convey. Interviewers will be looking at how well you back up any general statements with specific details — a good chance to talk about some of your accomplishments. Try to relate them to the job that's open. Keep it brief — no more than 2-3 minutes. If you are in the U. S., you would probably want to state how long you have been there and that you are planning on making your home in whatever area the interview is taking place, or that you are willing to relocate if that seems appropriate to the job. This is really your best chance to control the conversation and present what you've prepared ahead.

Some people suggest narrowing the topic by asking the interviewer in what areas they are specifically interested. It is good to be able to target it to their interests, but that approach runs the risk of them mentioning an area for which you are not prepared. Because it is harder to think on your feet in a second language, the more you can prepare ahead and practice, the better. At the end of the statement, it is appropriate to ask the interviewer if there is anything else they would like to know.

Other useful tips for the interview include:

Plan to be at the interview five minutes early dressed in appropriate business clothes. Be gracious to anyone you meet. This is especially true for the receptionist and secretarial help. Many job seekers treat them as if they were furniture. They may be asked for their opinion of you.

When meeting the interviewer, look him in the eye, shake hands and say something like "Mr. Smith, I'm Michael Jordan. I've been looking forward to meeting you."

Be observant. As soon as you walk into the interviewer's office, take a quick look around and note family pictures, awards or books. People are generally proud of the things displayed in their offices. If you find you have something in common, great. Even if you don't, a genuine display of interest will generally be welcome and break the ice.

Make sure the conversation goes two ways. Do ask questions to involve the interviewer. The more they open up the better your chances of getting clues as to what they want. Have some questions ready based on your research on the company, the job, or general ones such as, "How long have you been in this location?". If the person seems open, you can ask how long they have been with the organization and what was their first position in the company. Most people like to talk about themselves and their career and will view your interest in other people as a positive attribute.

You don't need snap answers to every question. Pause and collect your thought before answering. It indicates you think before you speak.

Keep your answers brief and to the point. Don't ramble and use up the valuable time you have to sell yourself. Keep focuses on what you are trying to accomplish. If questioning gets into areas you feel are inappropriate, ask why they want to know the information (in a polite way). If their answer makes sense and you feel like giving the information, do. No matter what happens, "keep your head cool".

Be enthusiastic. 90% of interviewers consider enthusiasm a very important qualification. End the interview on a positive note. Depart in the same polite, confident way you entered. Always send a brief thank-you letter within 24 hours. Some interviewers like people to follow up and call if they haven't heard anything after a week.

**A. Answer these questions about the text.**

1. What does the interview much depend on?
2. How can you make the interviewer believe you are the best candidate?
3. Why do most candidates fail in the interview?
4. How many areas should you fit into when you answer the questions for a job?
5. Which tips for the interview do you think are useful?

B. Complete the following expressions according to the Chinese equivalents or synonymous of the missing words.

1. job h _____ (找工作)
2. personal q _____ (个人素质)
3. a better a _____ (更好的方法)
4. i _____ confidence(使人有信心)
5. g _____ pressure(巨大压力)
6. job c _____ (求职者)
7. s _____ answers(稳妥的回答)
8. p _____ reaction(积极的反应)
9. g _____ statement(一般性的表达)
10. s _____ details(具体细节)
11. useful t _____ (有用的技巧)
12. a _____ business clothes(得体的职业装)
13. be g _____ (彬彬有礼)
14. be o _____ (善于观察)
15. s _____ answers(快速回答)
16. v _____ time(宝贵时间)

C. Translate the following sentences into Chinese.

1. Therefore, it is helpful to consider it a performance or a game whose goal is to sell the interviewer on the idea that you are the best person for the job.
2. Confidence is also inspired by the way you look, the enthusiasm, energy, confidence, personal ability and ambition you show or don't show.
3. Keep your answers brief and to the point.
4. If their answer makes sense and you feel like giving the information, do. No