ENGLISH BUSINESS **ENGLISH SERIES** 国际商务英语系列 企业管理 英语口语 MANAGEMENT **ENGLISH** 裘果芬 编著 徐雅琴 上海交通大学出版社

国际商务英语系列

企业管理英语口语

裘果芬 徐雅琴 编著

上海交通大學出版變

(沪)新登字 205 号

内容提要

本书以英国一家虚构的公司为背景,通过对话形式叙述了公司的各项业务活动。所述内容覆盖了企业管理各方面所涉及的大量情景和问题,如公司组织、市场营销、广告宣传、生产管理、董事会议、专利问题、保险类别、财务管理、员工培训、秘书行政等。全书分对话、词汇及短语注释、练习及参考译文四大部分。学习本书不仅有助于了解企业管理方面的基础知识,而且可学到地道的专业英语口语及词汇。

本书可作为涉外企业各级管理人员的自学教材,亦可作为大专院 校有关专业的英语听力和口语教材。

企业管理英语口语

上海交通大学出版社・出版 (上海市华山路 1954号 邮政编码 200030) 新华书店上海发行所・发行 上海交通大学印刷厂・印刷

开本:787×1092(毫米)1/16 印张:13.25 字数:320000 版次:1996年8月 第1版 印次:1996年8月 第1次 印数:1-8000

ISBN7-313-01720-0/H · 198

定价:12.50元

序言

随着我国改革开放和社会主义市场经济体制的建设,商务英语越来越受到人们的重视。

商务英语(Business English 或 English for Business)是专门用途英语(English for Specific Purposes 或 English for Special Purposes, 简称 ESP)的一种。国外有的学者认为,专门用途英语是与某种特定专业、科目或目的相关联的英语。它有两个明显特点:一是有明确的特殊目的,应用于特定的职业领域;二是有特殊的内容,即专门化的内容。从这个意义上说,商务英语也就是对已在从事或将要从事商务行业的专业人才所教授或应用的专门用途英语。

国内专家学者中有人不同意商务英语或专门用途英语的提法,他们认为英语就是英语,没有商务英语、科技英语之分。对此,不妨可以姑存一说。但是,在英语国家确有商务英语、科技英语以及专门用途英语之说。商务英语成为一门学科,起始于60年代后期,至今有20多年历史。包括英语国家在内的西方国家商学院或大学商科专业普遍开设商务英语课程(在英国,仅教授商务英语的语言学校就有100多所)。有关商务英语的教材、辞书、研究论著、考试项目更是层出不穷。因此,商务英语实际上已发展成为一个独特的领域。

当然,商务英语绝对不是作为一种独立的语言而存在的,它是英语语言属下的一个专门用途学科。不论商务英语如何发展,它都不会、也不应该违背英语语的基本规律。实际上,对学生而言,他们基础英语的根底如何,对学好商务英语起着决定性的作用。"根深才能叶茂",没有英语语法、词法、句型等扎实的根基,商务英语的"枝叶"就不可能"茂盛"。因此,商务英语教学应始终坚持以英语语言、为基本宗旨。但是,商务英语又毕竟有其自身的特点,它绝不是贸易、金融、法律等结为等方面专门词汇的堆砌,而自有其许多独特的语言现象(包括词汇、用语、语等结构等),独特的文体风格,等等。可以说,英语基础好,为商务英语的学习。我为重要的条件;但这并不等于说英语基础好的人就自然掌握了商务英语。我为重要的条件;但这并不等于说英语基础好的人就自然掌握了商务英语。我为重要的条件;但这并不等于说英语基础好的人就自然掌握了商务英语。我为重要的条件;但这并不等于说英语基础好的人就自然掌握了商务专工的调,在涉外商务交往中仍然"词不达意",难以与外方沟通,业务技巧也不能超强,更好比"隔行如隔山"。此外,既称商务英语,它又与所涉及的相关商务专业识密切相关。很难想象一个根本不懂国际金融知识的人会很好地掌握金融英语,也很难想象一个没有任何国际经济法知识的人会自如地运用法律英语。商务专业

知识对商务英语的渗透性,也决定了商务英语是需要经过专门学习或训练才能掌握的。

商务英语发展到今天,已是一个相当大的概念。仅以我国为例,商务英语在我国最早出现的只是一门外贸英语函电课程。这门课对培养和培训我国的外贸人才起到了重要作用。学生毕业后认为这门课是到工作岗位后最有"实用价值"的课程之一,用人单位也往往把毕业生的外贸英语函电水平作为录用的重要标准。因此,它已成为我国高等学校中国际贸易或其他相关专业开设的必修课。但是当今国际贸易已有相当大的发展,一门外贸英语函电已远远不能满足实际工作需要,它实际上只是涉及国际货物贸易的一门英语课程。根据关贸总协定(GATT)乌拉圭回合最后文件,仅就国际贸易而言,就包含了货物贸易、服务贸易和技术贸易三个方面。何况,国际商务涉及的学科要多得多,包括国际贸易、国际金融、国际经济法、国际企业管理、涉外会计等多个领域。商务英语是一个涉及上述各领域的专门用途英语体系。

近几年来,我国高等学校以及企业界对商务英语的教学与研究越来越关注。北京、上海等地高校先后召开了有关的研讨会,就是很好的探索。在我国深化改革,扩大开放,社会主义市场经济体制逐步建立的今天,我们需要大批合格的国际商务人才,对他们商务英语水平的要求也日益提高。在这种情况下,我们要更加重视并加强对商务英语的教学和研究。上海对外贸易学院为此专门组织编写了这套国际商务英语系列教材,希望以此作为一种探索,进一步提高教学和科研水平,同时也希望与国内外的同行切磋交流,取长补短,共同提高。

衷心期待国内外同行及读者的批评帮助。

王兴孙 于上海对外贸易学院

前 言

随着涉外企业的涌现,社会上学习企业管理实用英语的要求十分迫切。而我国不少英语学习者往往有较强的阅读能力,听和说的能力则偏弱。为此,我们专门编写了《企业管理英语口语》,以适应涉外企业各级管理人员学习专业英语,尤其是提高听力和口语这一需要。

本书以英国一家虚构的公司为背景,通过对话形式叙述了公司的各项业务活动。所述内容覆盖了企业管理各方面所涉及的大量情景和问题,如公司组织、市场营销、广告宣传、生产管理、董事会议、专利问题、保险类别、财务管理、员工培训、秘书行政等。有较强的实用性和趣味性,并与实际紧密联系。读者通过本书的学习,可了解企业管理方面的基础知识,既扩大了知识面,又可学到地道的专业英语口语及词汇,提高了英语口语的表达能力。

全书分对话、词汇与短语注释、练习及参考译文四大部分。课文的编排由浅入深、由初级逐步转入中高级;注释中附有大量例句,帮助学员理解;环绕课文内容和词汇编写的练习则有助于加深读者对课文的理解,巩固和活用所学内容;参考译文及练习答案便于学员自学。

本书配有外籍专家录制的磁带三盒,供读者模仿朗读和听力训练。

本书亦可作为大专院校有关专业训练学习专业英语听力和口语的教材。

本书第1~10,21~30课由徐雅琴编写,第11~20,31~39课由裘果芬编写。编写者水平有限,不足之处,谨请批评指正。

编 者 1996年6月

目 录

	·
1	The First Day 第一天 ······· (1
2	In Mr Green's Office 在格林先生的办公室 ······(4
3	Arranging Office Furniture 布置办公室 ······(7
4	David Asks Some Questions 大卫提问题····· (10
5	David Gets Down to Work 大卫开始工作 ······ (13
6	Lunch in the Canteen 在食堂用餐 ······(16
7	Advertising a New Product 为新产品做广告 ······ (20
8	Selling and Marketing 销售和营销 ······(23
9	The Personnel Manager 人事部经理 ····· (26
10	Review of the Week 一周的回顾 ······ (30
11	The Draft Brochure 样本初稿 ······ (33
12	Some Aspects of Selling 有关销售方面的问题 ·······(37)
13	The Product Evaluation Meeting—One 产品评估会议(1)
14	The Product Evaluation Meeting-Two 产品评估会议(2)
15	Cost-Effectiveness in Business 企业的成本效益 ····· (49
16	The Product Manager Is Appointed 委任产品经理
17	A Visit to the Works-One 去工厂访问(1)(57
18	A Visit to the Works-Two 去工厂访问(2)
19	The Sales Convention—One 销售会议(1)
20	The Sales Convention—Two 销售会议(2)
21	A Tour of the Offices 参观办公室 ······(74)
22 .	Training Opportunities 培训机会 ····· (77)
23	More Preparations for the Convention 为销售会议多作准备
24	At the Castle Hotel 在城堡饭店 ······ (85)
25	After the Convention 销售会议以后 ······ (89)
26	The Trade Fair—One 交易会(1) ····· (93)
27	The Trade Fair-Two 交易会(2) ····· (98)
28	An Overseas Visitor 外国来访者 ······ (102)
29	A Business Lunch 工作午餐 ······(106)
30	Urgent Discussions 紧急商议 ······ (110)
31	The Board Meeting 董事会议 ······ (114)

32	Consultations 磋商 ······	(120)
33	Negotiations 谈判 ·····	(124)
34	The Secretary's Department 秘书处	(129)
35	Patent 专利	(134)
36	Insurance 保险	(138)
37	The Accounts Department 财会处	(142)
38	A Trip Abroad 出国 ·····	(147)
39	Spot-21 Is Launched Spot-21 投放市场 ······	(151)
习是	·····································	(155)
参考	昏译文	(169)

1 The First Day

Disc Engineering Limited is a light engineering company. Its head office and factory are in Birmingham and it has sales offices in London, Glasgow and Bristol. The company is expanding rapidly and from time to time it recruits young graduates and trains them in management skills. They are called management trainees. For their first few months with the company they go from one department to another and learn about company policy and organization. Mr Green is one of the directors of Disc Engineering; he is responsible for Management Services. He looks after the trainees and supervises their training programme.

David Long is 25 years old. He's a management trainee. Today is his first day. Sheila Smith is 24. She's a management trainee as well. Today is her first day too. David and Sheila are in Reception. They're talking to each other.

Dialogue

David: How do you do! My name's David Long.

Sheila: I'm pleased to meet you, David. I'm Sheila Smith.

David: Nice to meet you, Sheila. I'm a new management trainee. This is my first day.

Sheila: I'm a new management trainee as well. This is my first day too.

David: Let's ask the receptionist to tell Mr Green we're here...

Sheila: Yes, all right.

David: Good morning.

Receptionist: Good morning.

David: My name's David Long. This is Sheila Smith. We're new management trainees. Today is our first day. Will you please tell Mr Green we're here?

Receptionist: Certainly—one moment please... (on phone) Good morning Mr Green. This is Reception. Mr Long and Miss Smith are here. They're new management trainees. Today is their first day... Yes, all right, I'll send them up (puts phone down)... Will you please go up to Mr Green's office? It's number 28, on the second floor. The lift is over there.

Sheila: Thank you.

David: Thanks very much.

Receptionist: That's all right!

Words & Expressions

- 1. engineering n. 工程(学)
- 2. Birmingham 伯明翰(英国英格兰中部城市)
- 3. Glasgow 格拉斯哥(英国英格兰中南部港市)
- 4. Bristol 布里斯托尔(英国苏格兰西南部港市)
- 5. expand vt. 扩充.扩展
- 6. recruit vt. 招募:招收,招聘
- 7. graduate n. 学位获得者(尤指学士学位获得者):毕业生
 - vi. 接受学位;毕业
- 8. manage vi. 管理·掌管:经营 management n. 管理;经营 management skills 经营技巧
- 9. trainee n. 实习生·受培训者 trainer n. 教员·教练员 又如:employee n. 雇员·受雇者 employer n. 雇主·雇佣者
- 10. policy //. 方针、政策
- 11. organization n. 组织、机构 organize vt. 组织、安排
- 12. director n. 主管:主任:董事

- 13. **responsible** (**for**) a. 需负责任的.承担责任的
- 14. look after 照顾·照管 You kids should learn how to look after yourselves. 你们这些孩子要学会如何照料自己。
- 15. supervise vt. 监督:管理:指导 supervision n. 监督:管理:指导
- 16. as well 也.又(与 too 同义)

 If you go to the movie, I will go as well.

 如果你去看电影,那我也去。
- 17. reception n. 接待,迎接:接待处 receptionist n. 接待员
- 18. on (the) phone 用电话:在打电话 You are wanted on the phone. 你有电话。
- 19. **send up** 命(或请)……上楼 When the doctor arrives, send him up. 医生来时,请他上楼。
- 20. lift n. 电梯

Exercises

I. Comprehension questions:

- 1. What kind of company is Disc Engineering Ltd.?
- 2. Where are its head office and factory?
- 3. Where are its sales offices?
- 4. Who does it recruit from time to time?
- 5. What are these people called?
- 6. Who is David Long? How old is he?
- 7. Who is Sheila Smith? How old is she?
- '8. Who is Mr Green?
- 9. What is Mr Green responsible for?
- 10. Where is Mr Green's office?

II. Put the following into Chinese and vice versa:					
	1. expand rapidly	6. 总公司			
	2. management trainee	7. 培训计划			
	3. one of the directors	8. 接待室			
	4. policy and organization	9. 管理技能			
	5. from time to time	10. 请等一会儿			
III.	Fill in the blanks with the proper form of the words or expressions given below				
	recruit	management skills			
	trainee	look after			
	reception	on the phone			
	supervise	send up			
	as well	will you please			
	1. The coach seven boys for the football team.				
	2. Ancient buildings are carefully				
	3. The is arranged for Friday evening.				
	4 tell Mr Green we are here?	•			
	5. The are shown around each	of the department.			
	6. Mr Jones the work of sever	al departments.			
	7. Sorry, Mr Black cannot speak to you. I	He is just now.			
	8. For the first few months David and Sheila will be trained in				
	9. He gave me money, and advice				
	10. Will you my breakfast	tomorrow, please?			
IV.	Translation:				
	1. 那家公司准备招聘一名销售经理和两名会计。(recruit)				
	2. 接待员在给格林先生打电话。(on the phone)				
	3. 请朗先生上楼到我的房间来一下。(sendup)				
	1 法你服务,下册的行本权则o(look ofter)				

5. 我时常在图书馆里看到大卫。(from time to time)

2 In Mr Green's Office

The receptionist directs David and Sheila to Mr Green's office. It's a pleasant office on the second floor, at the front of the building. Its window overlooks the car park. Mr Green is about fifty; he has grey hair and he wears glasses. He's wearing a blue suit with a white shirt and a striped tie, and he's smoking a cigarette. Mr Green is going to tell David and Sheila where they are going to work during their first few weeks. When they come into his office he gets up and shakes hands with them.

Dialogue

Green: How do you do, Miss Smith? How do you do, Mr Long? My name's Green.

David: Sheila: How do you do, Mr Green?

Green: Please sit down. Welcome to Disc Engineering. I hope you're going to enjoy working for us.

David: Thank you.

Sheila: Thank you very much.

Green: Would you like a cigarette?

Sheila: Not for me, thank you. I don't smoke.

Green: How about you, Mr Long?

David: Yes please.

Green: Here's a light.

David: Thanks very much.

Green: Now, I expect you're both wondering which departments you're going to work in!

Sheila: Yes, we are.

Green: Well, Miss Smith, you're going to start in the Marketing Department. Mr Blake is the Sales and Marketing Director. Mr Long, you're going to start in the Advertising Section. Mrs Wood is in charge there. Now, have you any questions?

David: Is there a staff canteen?

Green: Yes, there is. It's a very good one. It's on the ground floor. Now, my secretary is going to take you to your new offices. Good luck to you both!

Sheila: David. Thank you, Mr Green.

Words & Expressions

- 1. direct vi. 给……指路
- 2. pleasant a. 舒适的;令人愉快的
- 3. **front** n. 前面 前部 at the front of 在……的前部
- 4. overlook v/. 眺望.俯瞰
- 5. car park (汽车)停车场
- 6. suit n. (一套)衣服
- 7. striped a. 有条纹的
- 8. tie n. 领带 (=necktie)
- 9. **enjoy** vt. 喜爱:享有……的乐趣 David enjoys going to movies. 大卫喜欢看电影。
- 10. wonder et. 想知道

- 11. marketing n. 销售、经销 market vi. 销售、出售 n. 市场
- 12. advertise vt. 为……做广告 advertising n. 广告(总称):广告业 advertisement n. 广告,公告
- 13. **charge** n. 管理.掌管 in charge (of) 主管,管理,负责
- 14. staff n. 全体职员,全体雇员
- 15. canteen n. 食堂
- 16. secretary n. 秘书 secretarial a. 秘书的. 有关秘书事务的
- 17. expect vt. <口>认为.猜想

Exercises

I. Comprehension questions:

- 1. In which part of the building is Mr Green's office located?
- 2. Does the window overlook the road or the car park?
- 3. About how old is Mr Green?
- 4. What is he wearing?
- 5. Does Mr Green smoke?
- 6. Does he smoke a pipe or a cigarette?
- 7. What does he do when David and Sheila come in?
- 8. What is he going to tell them?
- 9. Where is Sheila going to work?
- 10. Who is in charge of the Marketing Department?
- 11. Where is David going to work?
- 12. Who is in charge of the Advertising Section?

II. Put the following into Chinese and vice versa:

- 1. shake hands with sb.
- 2. on the ground floor
- 3. a striped tie
- 4. marketing department
- 5. Good luck to you

- 6. 广告部
- 7. 职工食堂
- 8. 一套蓝色的西服
- 9. 起身
- 10. 吸烟

III.	Fill in the blanks with the proper form of the words or expressions given below:		
	staff	secretary ,	
	direct	overlook	
	wear	welcome	
	pleasant	at the front of	
	how about	would you like	
	1. Can you me to the Shangha	i Library?	
	2. David is a young man.		
	3. The engine is the car.		
	4. The balcony the garden.		
	5. Disc Engineering Ltd. has a	of about 60.	
	6. Who is the man glasses?		
	7. Ruth is private to Mr Green		
8. " to our school!" the students shouted when the foreign visitors			
9 to have dinner with us? 10. " a game of tennis?" Sheila suggested.			
			IV.
	1. 同你谈谈大学时代的生活我很高兴。(enjoy)		
	2. 我想知道他是否会来。(wonder)		
3. 我想你已完成这项任务了吧。(expect)			
	4. 朗先生将负责汶项工程 (in charge of)		

5. 从办公室的窗口望出去可以看到汽车停车场。(overlook)

3 Arranging Office Furniture

Mr Green's secretary's name is Ruth. She's a dark-haired girl with brown eyes and she's dressed in a blue tweed skirt and a white blouse. Ruth is taking David and Sheila to their new jobs in the Advertising Section and the Marketing Department. Both of these are on the fourth floor, and they go up in the lift. When they come out of the lift they see two glass doors. The one on the right is marked *Advertising* and the one on the left is marked *Marketing*.

David and Sheila wish each other good luck. Ruth takes Sheila into the Marketing Department while David waits on the landing. When Ruth comes back, she and David go through the door marked *Advertising*. Ruth introduces David to the Section Head, Mrs Wood. She's a smart, attractive woman in her forties, with brown hair and hazel eyes. She's busy rearranging the furniture in her office, and David offers to help her.

Dialogue

Ruth: Good morning, Mrs Wood. This is Mr Long, one of the new management trainees. Mr Long—Mrs Wood.

David: I'm pleased to meet you, Mrs Wood.

Mrs Wood: Pleased to meet you, Mr Long. Thank you, Ruth.

Ruth: Not at all. Good-bye for now, Mr Long.

David: Good-bye. Thanks for your help.

Ruth: Don't mention it.

Mrs Wood: Excuse the muddle! I'm just changing the layout of my office. I want to have my desk and chair near the window.

David: Can I help you? I'm here to make myself useful.

Mrs Wood: That's very kind of you. Now, I'll have the filing cabinet behind the desk and the table against the opposite wall.

David: Shall I put these filing trays on your desk?

Mrs Wood: I think I'll arrange those myself. The waste paper basket can go under the table. I'll have this lamp on the table and those chairs can stand in that corner.

David: Is that all right?

Mrs Wood: That's fine! Now, let's have a cup of coffee. There's a machine on the landing, opposite the lift.

David: Are there any cups?

Mrs Woods: Yes, there are some disposable ones on a shelf beside the machine.

David: Good. You sit down and I'll fetch two cups of coffee right away.

Words & Expressions

1. arrange vt. 布置,排列,整理

rearrange vt. 重新布置、重新排列、重新整理

2. furniture n. 家具(总称)。

a piece (set) of furniture 一件(套)家具

3. dress n. 连衣裙.套裙: (外穿的)衣服

vt. 给……穿衣服

be dressed in a white skirt 第一件白衬衫

- 4. tweed n. 花呢
- 5. skirt n. 裙子
- 6. blouse n. 女衬衫
- 7. mark vt. 标示,标明
- 8. landing n. 楼梯平台,楼梯底(或顶)部过道
- 9. smart a. 精明的: 漂亮的,时髦的
- 10. in one's forties(fifties, etc.) 四十(五十

……)来岁

An old man in his sixties asked me the way to the subway station.

一位60来岁的老人向我打听去地铁站的路。

- 11. hazel a. (尤指眼睛的)淡褐色
- 12. muddle n. 混乱状态
- 13. layout n. 布局,陈列,设计,安排
- 14. **file** n. 文夹、公文柜;案卷、卷宗 vt. 把(文件等)归档
- 15. cabinet n. (有搁板、抽屉、玻璃拉门等的)储 藏橱; 陈列柜 filing cabinet 文件柜
- 16. tray n. (办公桌上的)文件盘: 盛物盘
- 17. against prep. 紧靠着.紧贴着
- 18. opposite a. 对面的

prep. 在……对面

- 19. disposable a. 用后即丢弃的 不用洗的 不回收的
 - disposable cups 一次性杯子
- 20. shelf n. 架子.搁板
- 21. fetch vt. (去)拿来

Exercises

I. Comprehension questions:

- 1. What is Mr Green's secretary's name?
- 2. What does she look like?
- 3. How is she dressed?
- 4. Where is the Marketing Department?
- 5. Where is the Advertising Section?
- 6. How do Ruth, Sheila and David reach the fourth floor?
- 7. What do they see when they come out of the lift?
- 8. Where does Ruth take Sheila?
- 9. Where does David wait?
- 10. Who does Ruth introduce David to?
- 11. What does Mrs Wood look like?
- 12. About how old is she?

13. What is she doing when Ruth and David arrive? 14. What does David offer to do? 15. Where does Mrs Wood want to have her desk and chair, the filing cabinet and the table? 16. What are they going to do after rearranging the furniture? II. Put the following into Chinese and vice versa: 1. rearrange the furniture 6. 坐电梯上楼 2. filing trays 7. 马上 3. a dark-haired girl 8. 互祝好运 4. waste paper basket 9. 玻璃门 5. on the landing 10. 文具柜 III. Fill in the blanks with the proper form of the words or expressions given below: layout go stand mark disposable opposite against with be dressed in in one's early thirties 1. The young man glasses is my cousin. 2. She _____ a red skirt and a white silk blouse. 3. Our tourist guide is a pretty lady ____. 4. Pass me the file which _____ 'Advertising', please. 5. The suitcase can ____ under the bed, and the sewing machine can in the corner. 6. The grey-haired lady is working in the _____ bookstore. 7. We need some _____ cups and plates for the party. 8. David and Sheila visited all the departments and sections in order to have a better idea of the of the company. 9. Why not place the bookcase this wall? IV. Translation: 1. 她穿着一身棕色的花呢套装,所以显得很时髦。(smart) 2. 椅子在花园里,请把它搬进来。(fetch) 3. 房间很乱,请原谅。我正在大扫除。(excuse the muddle) 4. 他住在人民公园对面。("opposite" as prep.) 5. 伍德夫人正忙着调整办公室里的家具。(busy doing sth.)