

BUSINESS ENGLISH



高职高专工作过程导向系列规划教材·商务英语类

商务英语听说 3

主编 / 蔡春燕 王剑珊



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商务英语听说3

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内 容 简 介

本系列教材是以商务知识为背景的英语语言听力训练教材。本册围绕公司的日常经营管理工作过程开展,内容涉及公司日常运作、人力资源管理、产品与营销、商务技能四大模块。在公司运作模块学习公司情况介绍、商务沟通、商务会议、现金流的内容;在人力资源管理模块学习招聘、工资与福利、工作场所安全与保健的内容;在产品与营销模块学习全球化战略、市场调查、产品上市、产品推广、客户满意度的内容;在商务技能模块学习电子商务技能、商务礼仪和谈判技能的内容。

本书体例新颖,内容翔实,每课有5个部分,第1~4部分围绕商务主题展开,第5部分是与主题相关的商业新闻。每部分设置3个任务,每课后还附有重点句子中英对照方便学生掌握。全书图文并茂,形象生动地帮助学生认识主题、加深理解,提高商务听说能力。

本书针对高职高专学生的特点设计,拓展实用商务理论同时培养专业技能。全书实务性强,既适合作为高职高专院校商务英语及相关专业的教材,也适合作为商务英语自学者的参考书。

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前 言

以工作过程为导向的《商务英语听说3》教材是为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划，加快高等职业教育改革与发展的意见》（教高[2006]14号）和《关于全面提高高等职业教育教学质量的若干意见》（教高[2006]16号）文件精神，根据当前高等职业教育教学实际，结合当前社会经济发展趋势对商务英语人才培养提出的更高要求，在充分研究现有相关教材的基础上，打破传统的教材编写理念，以培养职业能力为核心，以工作实践为主线，以工作过程（项目）为导向，采用任务驱动模式进行编写，突出实用性和实践性，接近真实岗位和工作需要，实现理论与实践一体化。

本教材在单元内容上设置如下：

(1) 学习目标 (Aims)。设定单元教学目标，使教师和学生了解该单元的教学任务，从而更好地完成单元教学目标，达到教学要求。

(2) 情景设定 (Situation)。开篇时提示学生该单元主题在商务环境中的重要性，设定本单元具体工作过程。

(3) 听说练习 (Listening Tasks)。共分五个部分，每部分有三个任务，分别是Pre-listening activity, While-listening activity 和 Post-listening activity。第一至四部分围绕商务主题展开，听力题材既有对话、演讲、浅显理论短篇，也有商业广告，第五部分是与主题相关的商业新闻；听说练习既注重听力训练如理解大意、抓住要点、记录关键词、听懂细节等，同时注重传达商务理念与基础知识。

(4) 重点句型强化 (Useful Sentences)。附有重点句子中英对照方便学生掌握。

本教材具有如下特色：

(1) 编写理念新。以工作过程为导向，以工作任务为主线，按照工作过程来设计每个单元。

(2) 选材时代性强。贴近时代前沿，根据国际商务活动以及相关政策的最新发展变化，本着“实用、必需、够用”的原则，参考国内外最新的教研成果和近几年出版的相关教材，选取近几年国内外商务活动实践的文本和案例，科学整合商务口语交际、国际贸易、商务单证、电子商务相关学科内容，使教学内容更贴近于国际贸易活动的实际，具有鲜明的时代特征。

(3) 以学生为主体。教学过程设计听前进行兴趣引导和背景铺垫，鼓励学生联系实际、积极思考、参与课堂活动；听时学生带着明确目的集中精神积极参与；听后学生核实是否完全听懂，同时通过相关讨论进一步拓展思维、加深理解。通过灵活多样的任务使学生在听说课上保持积极主动，这样既锻炼了学生商务英语听说这个关键的职业技能又学到了商务环节的专业知识，确保以学生为中心，又不否定教师组织者、咨询者、引导者的地位。

(4) 理论、实践一体化。在教材编写时，采用工学交替、任务驱动、项目导向、教学与实践一体化等教学模式，使用案例教学法、分组讨论法、角色扮演法、启发引导法、仿



真学习环境法等教学方法来进行教材内容的设计。

(5) 练习丰富实用。课文编排图文并茂，练习形式形象生动，注重实用性与实效性，具有很强的针对性和关联性。练习设计围绕实际工作内容，强调实训和能力拓展。

(6) 配套齐全。立体化教材，配有教师用书和听力光盘。教师用书提供练习答案、录音文本以及口语讨论部分相关背景的补充内容，有利于教师备课和上课对讨论的引导。

(7) 教材适用性广。在组织编写过程中注重不同学校不同专业的教学要求，充分考虑高职学生的英语基础和程度，语言简洁流畅，通俗易懂，最大限度地使教材与学生的基础相适应，与实际需要相吻合，缩小教材与教学实际的差距。不仅适用于商务英语专业的学生，对国际贸易专业、其他商务外语如商务日语、商务韩语、商务泰国语、商务越南语等小语种专业的学生也能适用。

本书配有听力光盘。全书共四大模块15个单元，具体编排如下：

第1模块：公司运作模块，包括公司情况介绍、商务沟通、商务会议和现金流；第2模块：人力资源管理模块，包括招聘、工资与福利、工作场所安全与保健；第3模块：产品与营销模块，包括全球化战略、市场调查、产品上市、产品推广和客户满意度；第4模块：商务技能模块，包括电子商务技能、商务礼仪和谈判技能。

本书由蔡春燕、王剑珊任主编，吴志文、张胜华、崔玲、罗虹任副主编。

由于编者水平所限，书中如有不足之处敬请使用本书的师生与读者批评指正，以便修订时改进。如读者在使用本书的过程中有其他意见或建议，恳请向编者（bjzhangxf@126.com）踊跃提出宝贵意见。

编 者



使用说明

本套书是以工作过程为导向，以商务知识为背景的英语语言听力的训练教材。它的特点是第1册和第2册偏重于语言听力的基本技能训练，第3册和第4册注重商务英语知识的扩展。

第1册从主人公孙龙毕业后准备找工作开始，涵盖了孙龙为了找工作所作的语言方面的准备、面试预约、面试及刚毕业开始参加工作的商务英语专业学生所从事的最常见工作，包括接听电话、接待客户、为客户指路、整理文件等办公室工作。第3册和第4册则转而以公司为中心设计工作场景，从而拓宽学生的眼界，扩大商务知识的覆盖面。因而达到了前两册重听力技巧，后两册重商务的目的。

第3册围绕公司的日常经营管理工作过程开展，内容涉及公司日常运作、人力资源管理、产品与营销、商务技能四大模块。在工作过程中接触不同的商务内容，在公司运作模块学习公司情况介绍、商务沟通、商务会议和现金流；在人力资源管理模块学习招聘、工资与福利、工作场所安全与保健；在产品与营销模块学习全球化战略、市场调查、产品上市、产品推广和客户满意度；在商务技能模块学习电子商务技能、商务礼仪和谈判技能。

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本册既注重听力训练，如理解大意、抓住要点、记录关键词、听懂细节等，同时注重传达商务理念与基础知识。听力材料内容丰富，教师可根据课堂实际情况选择课堂教学内容。强调学生在听力练习中的主动性，听说结合，通过灵活多样的任务，听前进行兴趣引导和背景铺垫，听时要求学生积极反应，听后进一步拓展学生的思维。



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Unit 1

Company Profile

Aims

At the end of this unit, you should be able to:

1. Design a business card that gives information about you and your company.
2. Talk about company organization.
3. Make a presentation about company organization and development.
4. Understand and describe company hierarchy.

Situation

Today the Smart Company is holding the 15th Anniversary Ceremony inviting its business partners, clients and suppliers. The President gives a speech about the company's history and development. Sun Long attends the party and meets some of the guests from different lines of business.

Part 1 Business cards

Word Bank

associate

n.

伙伴, 同事

supplier

n.

供应商

Task 1 Pre-listening activity

Discuss the following questions.

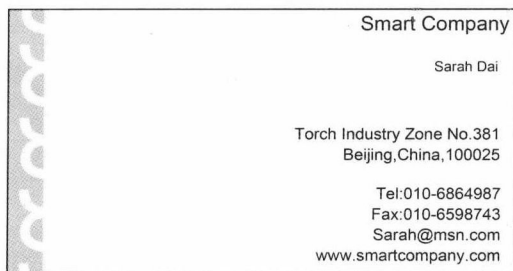
1. What is a business card? What is the use of business cards?
2. What information must be contained in a business card?

Task 2 While-listening activity

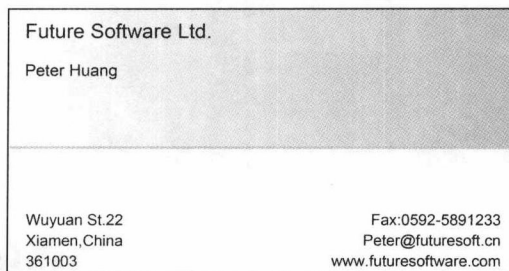
Sun Long meets some people at the party. The following business cards belong to them. What information is missing? Listen and find the missing information, then fill in the missing information in proper place.



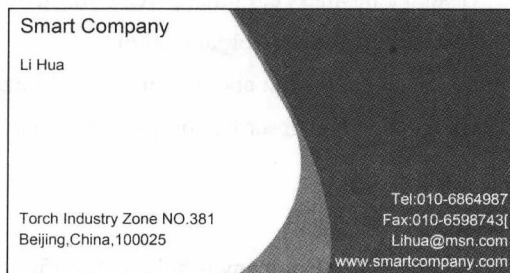
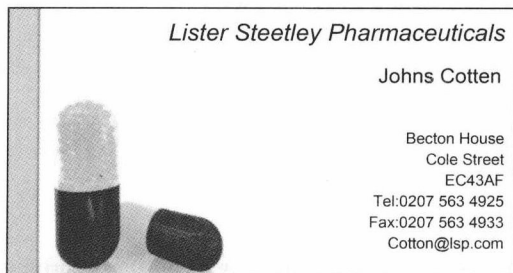
1. _____



2. _____



3. _____



Task 3 Post-listening activity

Design a business card for yourself. Suppose you and your partner are meeting for the first time, introduce yourself to each other and exchange your business card.

Part II Company organization

Word Bank

dispatch *n.* 发送, 急件

v. 派遣

section *n.* 部

quality control 质量管理, 质量控制

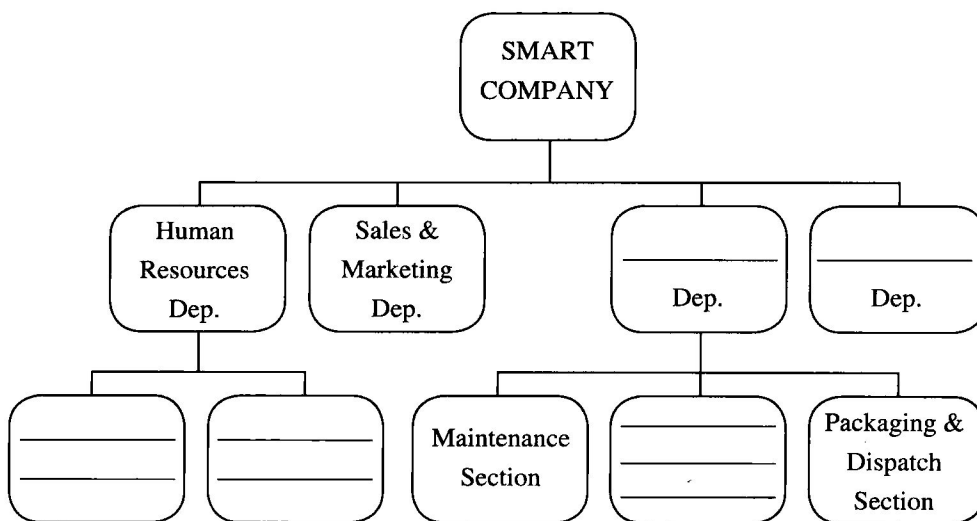
maintenance *n.* 维修, 维护

personnel *n.* 人事部门

vice-president *n.* 副董事长

Task 1 Pre-listening activity

Sun Long introduces the company organization to Mr. Cotton. Look at the following company organizational chart. Discuss with your partner about what the missing information might be. Then listen and complete the organizational chart.



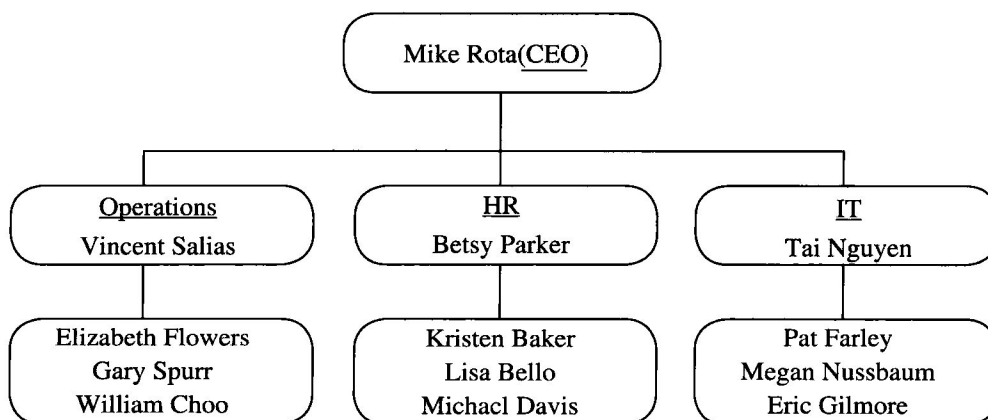
Task 2 While-listening activity

Listen again and complete the following sentences.

1. Ms. Fang _____ production.
2. Our company _____ four departments.
3. The Training Center _____ HR Department.
4. The Technicians, Maintenance Officers and Quality Controllers all _____ Mr. Zhang.
5. Finance department _____ the Chief Accountant, Ms. Chen.

Task 3 Post-listening activity

Describe the company organization according to the organization chart given below.



Part III Company history and development

Word Bank

anniversary	n.	周年纪念	branch	n.	分支, 分行
coordinate	v.	协调	float	n.	发行(股票、公债等)
merger	n.	合并	sportswear	n.	运动装
subsidiary	n.	子公司	Stock Exchange		证券交易所

Task 1 Pre-listening activity

Translate the following structures used to talk about company history into English. The first one had been done for you as an example. Then listen to the president of Smart Company giving a speech and check your answers.

1. 成立

The company was established in ... at ...

2. 多样化经营

3. 扩展市场

4. 发展商业代理网

5. 进行合并谈判

Task 2 While-listening activity

Listen again and decide whether the following statements are true or false. Write "T" for true and "F" for false.

- () The company was founded in 1996.
- () Canned goods are included in its product range.
- () It now exports to South America and Europe.
- () There are more than 300 employees in the company.
- () It is now a public company on Stock Exchange Market.

Task 3 Post-listening activity

Do a research about a company you are interested in by using newspaper or Internet to prepare a report and present it to the class.

Part IV Company hierarchy

Word Bank

branch	n.	分支	coordinate	v.	协调
division	n.	部门	executive	n.	经理主管人员
hierarchy	n.	阶层, 分级	implement	v.	执行

Task 1 Pre-listening activity

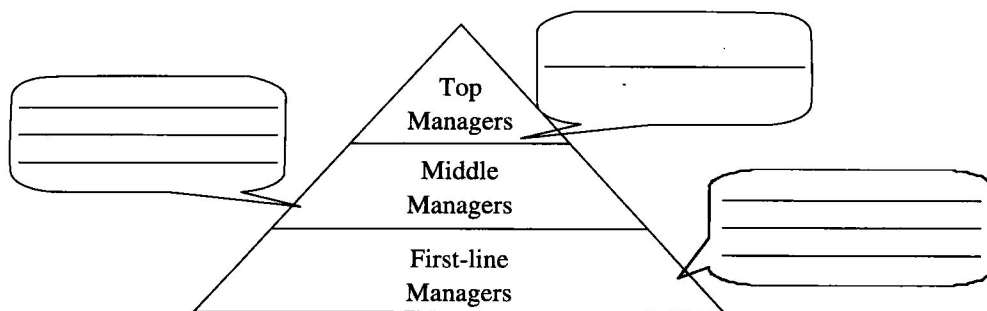
Match the following words with their meanings on the right column.

- | | |
|---------------|---|
| 1. hierarchy | A. a factory |
| 2. plant | B. to harmonize in a common action or effort |
| 3. overall | C. a series in which each element is graded or ranked |
| 4. authority | D. to carry out |
| 5. coordinate | E. power |
| 6. implement | F. general |

Task 2 While-listening activity

There are three levels of a corporate hierarchy-top, middle and bottom. Listen and write down the job titles belong to the three levels of corporate hierarchy in the corresponding box.

The Management Pyramid



Task 3 Post-listening activity

Describe the different responsibilities of the three levels of corporate hierarchy by using the above Management Pyramid.

Part V Business news

Word Bank

charity	n.	慈善	mainframe	n.	大型计算机
operating system		操作系统			

Task 1 Pre-listening activity

Look at the picture and discuss the following questions.

1. Do you recognize this man?
2. What do you know about him?



Task 2 While-listening activity

Listen to the VOA report on 3 July, 2008 about Bill Gates and answer the following questions.

1. When was Microsoft established?

2. How old is Bill Gates?

3. Who is Steve Ballmer?

4. Will Bill Gates still have influence on Microsoft? Why?

5. What will Bill Gates focus on after retirement?

Task 3 Post-listening activity

Listen again and fill in the blanks.

This is the VOA Special English Economics Report.

Last week, Bill Gates retired from (1) _____ at the world's biggest computer software company, Microsoft. He will (2) _____ he established with Paul Allen in nineteen seventy-five.

Mister Gates leaves Microsoft at a time of change in the computing industry. Microsoft grew at a

time when personal computers, or PCs, (3) _____ as the main computing tools. He showed that huge profits could be made in software as PCs increasingly were found (4)“_____”.

Early on, Microsoft understood the importance of the “network effect”. That is, software is the kind of product that (5) _____ as more people buy and use it.

Now, free Internet software threatens to replace PC-based software. Devices like “smart phones” connect people to the Internet. Google (6) _____ in Internet Web searching and advertising. Microsoft has struggled to change with the new computer environment. Its efforts to sell music and its latest operating system, Vista, (7) _____. And an attempt this year to buy Yahoo for over forty-seven billion dollars failed.

In the last several years, Bill Gates (8) _____. In two thousand, he gave the job of chief executive officer to Steve Ballmer, a friend of his since their years at Harvard University. Mister Ballmer has been (9) _____.

Still, it is hard to overestimate the influence of Bill Gates on computing. He (10) _____ that put the Windows operating system on about ninety percent of the world’s one billion PCs. Microsoft now has almost ninety thousand employees.

At fifty-two years old, Bill Gates is currently (11) _____. He is worth about fifty-eight billion dollars. He remains Microsoft’s biggest shareholder.

Mister Gates will now spend most of his time working at his charity organization, the Bill and Melinda Gates Foundation. The foundation is the world’s largest charity with over thirty-seven billion dollars. It provides money (12) _____.

And that’s the VOA Special English Economics Report, written by Mario Ritter.

Useful Expressions

1. I’ve been with Smart Company for years, and I’ve just got promoted to be the export sales manager.

我在斯玛特公司工作多年，刚刚晋升为出口销售经理。

2. After thorough market research the company diversified and added sports shoes and other sports products such as basketball and badminton to its product range.

经过充分的市场调查之后，公司扩大了产品范围，增加了运动鞋和其他体育产品如篮球和羽毛球。

3. Although the company does not have subsidiaries or foreign offices, it has been evolving a worldwide network of commercial agents to expand the international markets.

虽然公司没有分公司或海外办事处，但发展了遍布世界各地的商业代理网来拓展国际市场。

4. There are three levels of a corporate hierarchy—top, middle and bottom. It is commonly known as the management pyramid. Top managers establish the structure for the organization as a whole, and they select the people who fill the upper-level positions.

公司等级分为三层——最上层、中层和底层，这就是人们常说的管理金字塔。最上层的



经理建立公司的整体机构，并选择由谁来担任高层职位。

5. First-line managers oversee the work of operating employees, and they put into action the plans developed at higher levels.

一线经理监督操作员工的工作，并执行高层制定的计划。

