

拓展

*Business English:  
Viewing, Listening & Speaking*

# 商务英语视听说

高等学校英语拓展系列教程



语言技能类

语言应用类

语言文化类

专业英语类

教师用书 Teacher's Book

主编 马龙海 李毅

外语教学与研究出版社

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外语教学与研究出版社  
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS  
北京 BEIJING

## 图书在版编目(CIP)数据

商务英语视听说教师用书 / 马龙海, 李毅主编; 李毅等编. — 北京: 外语教学与研究出版社, 2009.6

(高等学校英语拓展系列教程)

ISBN 978-7-5600-8662-0

I. 商… II. ①马… ②李… ③李… III. 商务—英语—听说教学—高等学校—教学参考资料 IV. H319.9

中国版本图书馆 CIP 数据核字 (2009) 第 089444 号

出 版 人: 于春迟

项目负责: 赵春梅

责任编辑: 赵春梅

封面设计: 牛茜茜

版式设计: 张苏梅

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京双青印刷厂

开 本: 787×1092 1/16

印 张: 14.75

版 次: 2009 年 12 月第 1 版 2009 年 12 月第 1 次印刷

书 号: ISBN 978-7-5600-8662-0

定 价: 27.90 元

\* \* \*

如有印刷、装订质量问题出版社负责调换

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物料号: 186620001

# 前言

随着大学英语教学改革不断深入，提供多元的课程模式，满足不同学习者的需求，已成为大学英语基础教学完成后或与基础教学同步进行的大学英语课程改革的关键。商务英语作为国际商务环境中应用的语言，在涉外商务活动日益频繁的今天，使用范围越来越广，应用性也越来越强。在商务英语教学中，视听说课程是培养听说交际能力的直接载体。我国商务英语教学起步较晚，国内目前与该课程相适应的教材和配套音像材料比较少，而引进教材在体系编排和练习设计上又往往“水土不服”，因此，很多开设商务英语课程的学校在讲授视听说课程时都是以国内听说教材为主，辅以引进版的录像材料，这实为权宜之策。为了满足目前大学英语教学改革的需要，满足大学英语教学对拓展性课程教材的需求，为非英语专业的大学生提供合适的商务英语视听说课程教材，《商务英语视听说》教材编写组与相关院校的专家学者共同研讨，进行了大量的国内、国际相关教材的比较研究，精心收集、梳理相关资料，认真设计、编写了《商务英语视听说》。

教材创新是课程改革的关键。《商务英语视听说》在编写上以“语境理论”和“图式理论”等现代语言教学理论为指导，借鉴了“感觉和感知心理学理论”和“专门用途英语教学理论”以及“职业群集”等高等职业教育教学理论的最新研究成果。教材在教学目标、内容、手段的设计上充分体现了以学生为中心，以交际能力培养为目标的教育思想和理念，并在汇集多年商务英语教学实践经验的基础上，甄选素材，精心编撰，科学地将多媒体技术融入教材，改变传统的以“听”为主的听说教学模式，构建了多维度的“音”、“像”结合的互动式视听说教学模式。教材体系完整、内容丰富、题材广泛、语言规范、手段先进、形式多样，体例严谨，以期使我国高等教育大学英语视听说课程，特别是大学商务英语课程的教学建设有所突破。

## 《商务英语视听说》主要特点

《商务英语视听说》旨在培养学生在各种商务环境下熟练运用英语知识与技能的能力。

本教程注重实用性和操作性，特别是英语听说技能在各种商务活动中的应用。其特点包括：

1. **突出实用：**每单元的主题都紧扣当今经济与商务活动的某一个方面，练习也都围绕学生在该领域的交际实践中将要面对并应该有所了解和掌握的问题展开；每一个模块都基于一个模拟的商务交际情景，使学生在掌握语言技能的同时，能够在模拟商务场景中操练商务交际技能，并了解相关的商务知识。
2. **便于操作：**每单元从关键且容易理解的语言知识和技巧切入主题，从不同角度帮助学生举一反三地操练英语听说技能，提高商务操作能力。活动形式灵活丰富，使教学成为视、听、说、讨论、评价等多种形式有机结合的活动。教师用书提供了与单元主题相关的背景知识、学习目标、教学建议、参考答案等，便于教师课堂教学以及学生自学。
3. **针对性强：**教材内容的选材和练习的设计均充分体现了中国商务英语教学和学习者的特点及实际水平，并充分考虑了中国商务文化环境和商务活动的特点。学习目标的设定满足大学英语课程教学要求的规定，并且紧扣 BEC 各级别听说考试大纲的要求。
4. **内容丰富：**教材涉及商务交际活动的各个环节，同时还包括语言、文化和商务方面的知识。学生用书所附的多媒体学习光盘除各单元的教学录像外，还包括补充录像资料，内容精彩多样，供进一步学习使用。

### 教材构成及使用说明

《商务英语视听说》教材分《学生用书》和《教师用书》。《学生用书》后附有多媒体学习光盘。

《商务英语视听说》主要面向大学本科非英语专业的学生，也可供其他商务英语学习者使用。教学目标是达到大学英语课程教学要求中对专业英语教学的要求，并达到 BEC 初级证书和中级证书的考试要求。全书设计有十六个单元，涵盖常见的商务活动主题，每个单元采用模块形式编写，由浅入深，层层递进，环环相扣，着力突出“交际技巧”、“语言知识”和“商务实践”三个方面的有机融合。交际技巧的讲授主要基于教学录像，学生通过对录像中展示的交流技巧进行总结、讨论和评价以达到识别及应用这些交际技巧的目的。语言知识部分借助于听说练习，提高学习者的语言运用能力。商务实践部分则通过案例分析、角色扮演等，为学习者提供把交际技巧及语言知识结合起来加以应用的机会。

《商务英语视听说》课程适合修完大学英语基础课程或完成一年级教学任务的大学本科学生，可作为后续 ESP 课程、选修课程或大学专业英语的导入课程开设。

## 学生用书单元栏目

- **Part I Warm-up 主题导入**

以灵活多样的形式通过学生熟悉的话题导入单元主题。

- **Part II Listening and Speaking 听说练习**

包括与单元主题相关的两段听说练习，侧重听力技巧的培养。

- **Part III Language Focus 语言要点**

按交际功能的不同，分类归纳并补充与单元主题相关的常用表达方式，并设计有相关练习，供学生学以致用。

- **Part IV Viewing and Speaking 视说练习**

由两个录像及相关练习组成。每个录像的相关练习包括：Pre-viewing（通过问题、讨论、头脑风暴等形式激活相关概念及背景知识等）；Viewing（通过判断、选择、问答等理解性练习考察学生听力、观察力和理解能力）；Post-viewing（通过小组讨论、角色扮演等形式延伸录像主题，让学生巩固并应用相关语言知识及交际技能）。

- **Part V Case Analysis 案例分析或 Research and Presentation 调查报告**

此部分有两种不同形式，均围绕问题解决、资料收集、逻辑判断、观点表达展开，着力培养学生的综合应用能力，实现互动和团队合作。

## 教师用书单元栏目

- **Learning Objectives 学习目标**

简述本单元教学目标，包括学生应掌握的语言知识和商务交际技能。

- **Business Profile 商务背景**

提供与本单元主题相关的背景知识，为教师备课提供方便。

- **Scripts and Key 脚本及答案**

提供与学生用书相对应的录音、录像文字材料和各部分客观练习题目的答案，并包括教学步骤、教学方式等方面的建议以及主观性题目的参考答案及提示。另外，Language Expansion 是对学生用书中 Language Focus 部分的进一步深化扩充，教师可根据实际需要有选择地加以利用。

《商务英语视听说》在编写和出版过程中得到了广东金融学院、广东商学院、广东外语外贸大学等高校领导和专家的大力支持；外语教学与研究出版社的领导和编辑多次给予指导；外国专家 Sue Kay, Patrick Cowsill 等参与了校稿。对此，全体编写人员谨表示衷

心感谢。另外，本书在编写过程中还参考了许多国内外商务英语书籍以及网上相关资料，在此，编者也要对这些材料的作者们表示感谢。

鉴于国内还没有适用于大学非英语专业教学的商务英语视听说课程的教材，本教材的出版主要是为了满足教学的需要。由于编者水平有限，经验不足，教材中难免有疏漏之处，恳请专家、读者不吝指正。希望本书在大学英语教材建设中能起到抛砖引玉的作用。

《商务英语视听说》编写组

年 月于羊城

# Contents

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<b>Unit 1</b>	Job Interviews	1
<b>Unit 2</b>	Jobs and Responsibilities	20
<b>Unit 3</b>	On the Phone	35
<b>Unit 4</b>	At a Meeting	50
<b>Unit 5</b>	Travel and Visits	63
<b>Unit 6</b>	Company Presentations	78
<b>Unit 7</b>	Product Presentations	90
<b>Unit 8</b>	Company Performance	104
<b>Unit 9</b>	Trade Fairs	115
<b>Unit 10</b>	Making Inquiries	130
<b>Unit 11</b>	Placing an Order	142
<b>Unit 12</b>	Terms of Payment	158
<b>Unit 13</b>	Delivery	174
<b>Unit 14</b>	Claims and Settlements	186
<b>Unit 15</b>	Marketing	197
<b>Unit 16</b>	Advertising	214



# Unit 1

## Job Interviews

## Learning Objectives

After completing this lesson, students should be able to know:

- what the interview procedure is like;
- how to prepare for an interview;
- how to answer questions about personal details, education, work experience, etc.

## Business Profile

### Types of Job Interview

A job interview is a process in which a potential employee is evaluated by an employer for prospective employment. After the interview, the interviewer will determine whether a candidate is suitable for the position.

There may be different interviews during a job search. It's important that the candidate understand the purpose of each. Three very common types of interview are telephone screening interview, in-person screening interview and selection interview. There are also other types of interview. No matter which type of interview, the candidate's goal is to present his/her qualifications to the decision-makers. Not everyone the candidate comes into contact with will be a decision-maker. However, the candidate should treat each person as though he/she had the authority to hire him/her (from the parking attendant, to the secretary, to the CEO).

### Telephone Screening Interview

This interview saves the employer time by eliminating candidates based on essential criteria such as particular job requirements, education or required skills. Since such an interview

will often occur unexpectedly, it's important that the candidate's job search records are organized and kept where they can be reached at a moment's notice. Keep the resume in view and refer to it as needed.

### **In-person Screening Interview**

This interview is used to verify the candidate's qualifications for the position and to establish a preliminary impression of the candidate's attitude, interest and professional style. A professional screener from the employer's Human Resources Department usually conducts the interview. At this stage, the goal is to select the most suitable candidate who will meet the decision-makers.

### **Selection Interview**

Conducted by the decision-makers, the purpose of this interview is to probe the candidate's qualifications and to assess the comfort level with which the candidate might establish working relationships with others. There may be more than one interview at this stage. As the number of candidates decreases, a candidate may be invited back to meet with the same person and/or with other managers or members of the work group. The candidate's ability to establish rapport and present himself/herself as the right person for the position is critical.

Even if there is only one decision-maker, the opinions of the others will be sought and will probably have an effect on the outcome. When you're invited to interview with a number of people, it's important that you present yourself effectively to each one of them. Remember, they will evaluate your skills and ability to fit in. As always, be yourself, but sell yourself to each person's individual concerns.

### **Work Sample Interview**

This interview is done to allow the candidate an opportunity to "show their wares". It could be a time for a graphic artist to display his/her portfolio or a salesperson make a sales presentation. An office worker may be asked to complete a business letter using a specific type of software program.

### **Peer Group Interview**

This interview is an opportunity to meet and talk with prospective coworkers. Just as in other interviews, the peer group will evaluate the candidate, determining how he/she would fit in.

### **Group Interview**

Sometimes referred to as a panel interview, it usually consists of three or more people, all asking questions. Direct your answer to the individual asking the question, but try to maintain some eye contact with the other members of the group. Don't forget to smile. It shows confidence.

### **Luncheon Interview**

This type of interview assesses how well a candidate can handle himself/herself in a social situation. Employer representatives may include the Recruitment Manager, a person from the Human Resources Department and one or more peer group employees. Meals should be chosen carefully. A spill on the blouse or tie isn't likely to make a favorable impression. Select healthy and easy things to eat so you can answer questions and pay attention to the conversation.

### **Stress Interview**

A stress interview introduces you not to an interviewer, but to an "interrogator". The interview is one in which the candidate is treated as though he/she is the enemy. The interrogator asks a number of offensive questions that are deliberately designed to cause discomfort. Keep cool, take time in responding to the questions, and when it's all over, reward yourself. Don't take it personally. This is usually a test of how you will handle stress on the job.

### **Videoconference Interview**

Conducting an interview via videoconference enables an employer to save travel costs and still have, in effect, a person-to-person interview. If the thought of facing a camera during an interview frightens you, practice before a video camera or a mirror.

# Scripts and Key

## Part I Warm-up

### 1. Teaching tips:

- Ask Ss to note down other reasons they can think of.
- Divide the class into small groups.
- Give Ss a few minutes to exchange ideas.
- Encourage Ss to use different expressions of agreeing and disagreeing.
- Ask a few Ss to report their findings (e.g. the agreed best job and most common reason(s), the most unique/strange choice or reason, etc.).

**Key:** Open.

### 2. Teaching tips:

- Divide the class into small groups.
- Give Ss a few minutes to talk about their suggestions.
- Encourage Ss to use different expressions of giving advice.  
*If I were you / If I were in your position / If I were in your shoes, I would...*  
*How about / What about / Have you thought about...?*  
*Why don't you...?*  
*You should perhaps...*  
*You'd better...*  
*It might help if you...*  
*I don't think you should...*
- Have one person in each group as the job candidate, the others being friends who offer suggestions. Ask the group to role-play a conversation.
- Invite two or three groups to act out their conversation.

### Hints:

- ◆ Pay attention to 4Ps: preparation, presentation, personality and positive attitude.
- ◆ Dress appropriately.
- ◆ Make full preparation for the interview:
  - ▶ Learn about the position;

- ▶ Learn about the company or organization from their websites;
- ▶ Anticipate questions and prepare your responses.
- ◆ Don't forget to bring a pen/pencil and a writing pad.
- ◆ Pay attention to your manner:
  - ▶ Be punctual;
  - ▶ Be truthful;
  - ▶ Don't show off;
  - ▶ Don't badmouth.

## Part II Listening and Speaking

### Task 1 FAQs in job interviews

#### Teaching tips:

##### Pre-listening:

- Show pictures of Shangri-La Hotel in different cities of the world.
- Give Ss a few minutes to share what they know about the hotel, the position, etc.
- Check Ss' understanding of the position.

#### Comments on the three questions:

##### Q1.

It's the ice-breaker of the interview and it's always a challenge to answer because it's so broad. The best approach is to narrow the scope of the question by focusing on those aspects of your educational background and experience that make you qualified for the position. From there, you can talk about your interest in this particular job.

##### Q2.

When asked this question, you should highlight skills that demonstrate a competency relevant to the job applied for, such as report writing, time keeping or your ability to get things done on time. You can also mention that you are able to get along with people easily, you are a fast worker, or you have an eye for details. The job advertisement will give you information on skills required for the position, so focus on these areas by using examples that demonstrate your skills.

With weaknesses, you can point out one area that is "comparatively" weaker than

others, but will not disqualify you from the job. More importantly, you should follow up with what you are doing or have done to fix your weakness.

**Q3.**

The best way to respond is to describe the qualifications listed in the job posting, and then connect them to your skills, experiences, as well as job objectives. That way the employer will see that you know about the job and you have the qualifications and enthusiasm to do the job.

**Sample answers:****Q1.**

I am graduating in June from ABC University and my major is hotel management. I am an outgoing, energetic person. I enjoy teamwork very much. As part of my degree program, I needed to finish different projects with my teammates. I possess excellent interpersonal skills and a very positive attitude. My career aspiration is to become a successful hotelier. During my internship at the Grand Hyatt, I worked as a receptionist. My duties included offering friendly and efficient check-in and check-out service to guests, answering phone calls, taking and passing on messages to guests. I find that if I can make the guests happy, I will be very happy, too.

**Q2.**

I received honors in several school-wide English and computer contests. I enjoy working with people from different backgrounds. I am good at communicating, organizing and coordinating. If something blocks my path, I will look for a solution. I never give up easily.

Sometimes I receive comments that I need to improve in the area of filing. I am now trying to improve by learning from others.

**Q3.**

Interest and career development are two of my criteria in choosing a job. Interest is the best motivation. I love the hotel business, so I will definitely devote myself to it. Moreover, high job satisfaction can be attained when the job is what I am interested in.

Career development is very important for me when choosing a job. From what I know, Shangri-La provides equal career advancement for all staff. The job rotation plan and individually tailored training program are really exciting and helpful for young people like me.

## Task 2 Inappropriate questions in job interviews

**Script:**

**Mr. Carter:** Come in, please.

**Yang:** Good morning, sir. I'm Karen Yang.

**Mr. Carter:** Good morning, Miss Yang. I am Kevin Carter, the Administration Manager. Take a seat, please.

**Yang:** Oh, is that your wife, Mr. Carter? She is so beautiful.

**Mr. Carter:** Thank you. Ah... Miss Yang, I've gone through your resume. I'd like to ask you some questions now, if you don't mind.

**Yang:** Of course not. Please go ahead.

**Mr. Carter:** Well, can you tell me why you would like to work as a medical representative with us?

**Yang:** I really like this kind of work, and having been a doctor for three years, I want to apply for this position for a change.

**Mr. Carter:** Don't you think it's a pity for you to leave your present job?

**Yang:** To some extent, it is. I have learned a lot in the hospital. But I would like to try a different kind of life. By the way, could you tell me how much the new job pays?

**Mr. Carter:** Sure. There is a five-month probationary period and you can only get RMB2,000 for each month. After that, we'll determine your salary according to your performance.

**Yang:** Oh, I see. Then, what about the paid holidays, insurance, and things like that?

**Mr. Carter:** Every employee in our company enjoys life insurance and unemployment insurance. In addition, they enjoy two-week paid holidays.

**Yang:** That sounds fine. How much time will it take for me to be promoted here?

**Mr. Carter:** I'm not sure. It depends on your ability and performance. Maybe we'll send you to one of our branches, if you like.

**Yang:** No problem. I hate staying at one place all the time. But in which cities do you have your branches? And, where is your company based?

**Mr. Carter:** Our company is based in New York, with branches in many cities, such as Philadelphia, Beijing and London.

...

**Key:**

<i>Is that your wife, Mr. Carter? She is so beautiful.</i>	<i>Avoid asking your interviewer personal questions or making personal comments.</i>
Could you tell me how much the new job pays?	The interviewer might infer from these questions that you are only interested in your own needs and not those of the company. Wait until the interviewer raises these subjects to discuss them.
What about the paid holidays, insurance, and things like that?	
How much time will it take for me to be promoted here?	
But in which cities do you have your branches? And, where is your company based?	It is unwise to ask about things you should have already known. You are only telling the interviewer that you haven't done your homework.

## Part III Language Focus

### Follow-up practice

#### Teaching tips:

- Ask Ss to note down the key points of the interview.
- Divide the class into pairs. Get Ss to allocate the roles.
- Ask Ss to role-play the job interview according to the noted points and with the help of the expressions in Language Focus.
- If time allows, ask Ss to swap roles and role-play the interview again.
- Invite a pair to act out the interview in class.
- Give comments and suggestions for improvement.

#### Script:

**Cai:** May I come in?

**Ms. Smith:** Yes, please.

**Cai:** Good morning, Madam. My name is Cai Ning. I am coming to your company for an interview, as requested.

**Ms. Smith:** Fine, thank you for coming, Miss Cai. Please sit down. I am Anne Smith, Assistant Manager for the Personnel Department.



**Cai:** Nice to see you, Ms. Smith.

**Ms. Smith:** Nice to meet you, too. Would you like to have a cup of coffee or tea?

**Cai:** Tea is fine. Thank you.

**Ms. Smith:** I've read your CV. It looks good. Now, I wonder if you can tell me more about yourself, for example, your personality.

**Cai:** Well, I think I'm a serious-minded girl. I'm calm and I don't panic in a crisis. I like jokes and have a good sense of humor. And I also enjoy working with all kinds of people. I can even get along with people who are bad-tempered or something like that.

**Ms. Smith:** Well, then, what do you consider your strengths and weaknesses?

**Cai:** Strengths and weaknesses? Well, I think my ability to work with all types of people is a particular strength.

**Ms. Smith:** Yes.

**Cai:** My weakness? Er, I suppose I'm a little bit perfectionist. I'm quite often dissatisfied with what I've done. I always think I can do it better or in a different way.

**Ms. Smith:** I wouldn't call that a weakness. I'd call that a strength.

**Cai:** Well, apart from that, I suppose sometimes I am not patient enough.

**Ms. Smith:** Now, can you tell me about your past experience?

**Cai:** I have six years' financial industry experience, working for several companies. For the past two years, I have been working in an investment bank.

**Ms. Smith:** What qualifications have you had for this position?

**Cai:** I graduated from Peking University in 2001, majoring in accounting. I speak fluent English and I can deal with bookkeeping and accounting in English quite well.

**Ms. Smith:** Why did you leave your last position?

**Cai:** I want to find a job that is challenging, where I can grow.

**Ms. Smith:** Now, is there anything else you'd like to ask me?

**Cai:** Yes. If I get this job with HDC, would I be able to work abroad in one of your overseas branches?

**Ms. Smith:** Oh, yes, certainly. Our staff regularly does six-month placements in other branches.

**Cai:** Oh, that's great.