



大学核心商务英语系列教材

College Core

Business English

Reading and Writing 1

大学核心商务英语 读写教程1

总主编 王正元

主 编 颜晓川 马瑞香



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大学核心商务英语读写教程 1

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前言

经过国内外十几所大学 60 余位中、外英语教师的共同努力，我们完成了这套《大学核心商务英语》系列教材的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. 编写依据：近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. 编写理念：我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. 教材构成：本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. 教材内容：读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting alone with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境,安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习: 本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习, 演练设计, 为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队: 本套《大学核心商务英语》系列教材由燕山大学王正元教授领衔总主编, 有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作, 凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音, 使得本套教材版权无虞, 自主原创。

这套《大学核心商务英语》系列教材具有鲜明的专业个性突出, 内容时代性强, 具有在线自主学习功能, 自主原创的特点, 是当前大学商务英语教材建设的新成果, 凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足, 欢迎提出批评和建议。我们愿意和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语建设。

总主编: 王正元

2010 年 10 月

Map of the Book 1

Unit One

Looking for a Job

- About interview
- Resume writing
- Job ads writing
- Sell yourself at...

page 1

Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Find suitable jobs 2. Application process	Text A Finding the Best Jobs for Your Personality Type	Identify your strengths and weaknesses	Key words -compare...to -as to -rely on -appeal to -cross off	Resume	
Lead-in Activities Listening: prepare for your interview	Text B Four Job Hunter Horror Stories			Write your own job ads with information...	
Lead-in Activities 1. Reading: an email letter resume... 2. Listening: discussion of interview	Text C The Shell Oil Company Interview Experience	Role Play: Sell yourself at the cocktail party	Dream job		

Unit Two
A Day in Office
 • Office work
 • Responsibilities
 • Office etiquette
 • Memo writing
 • Coworkers and associates

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities Introduction: names and positions	Text A Surviving Your First Few Days at a New Job	1. Introduce yourself to your colleagues 2. Say how to adapt to the new environment	Key words: -overshadow -in an attempt to -appreciate -have an effect on -be judged on -imperative -make efforts to	Write a letter to report...	
Lead-in Activities Listening: phone calls: numbers / extension...	Text B How to Deal with the Unexpected			Write a memo to...	
Lead-in Activities Listening: interview with a manager...	Text C Office Manager of a Small Business	1. Fill in the chart: position, responsibilities and... 2. Acquaintances...	A passage: Secrets to Getting Noticed in a Workplace		

Lead-in

Reading

Speaking

Translation

Writing

Further Study

Unit Three Team Spirit

- Dealing with people of ...
- Team building skills
- Design team building

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Lead-in Activities

1. Choose and discuss basic elements for team spirit
2. Listening: build relationships to...

Text A
Teamwork:
enthusiasm,
accounta-
bility,
management,
work-able,
openness,
respect,
keenness...

What kind of people would you welcome to your team?

Key words:
-be fundam-
ental to
-be bothered
by
-on par with
-perform in
union
-a healthy part
of

Write an announcement by pointing out...

Lead-in Activities

1. Discussion: team building elements
2. Consult for a design of the coming team building

Text B
Fun and Efficiency

Write a letter to your friend about the problems...

Lead-in Activities

Listen to a short lecture on the spirit of team work

Text C
Team Working at Toyota

About building trust in team

Key words:
-lend itself to
-agree on
-strive to
-bounce off
-flexible
-prosperity
-commitment
-equitable

	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Four Being a Salesman • Sales techniques • Negotiation techniques • Sales report and presentation writing • Simulation: business negotiation	Lead-in Activities 1. Common factors involved in a negotiation 2. Negotiation process	Text A Tough Negotiator Takes Control	Have a short negotiation by preparing...	Key words: -cooperate in -make a close study of -arise from / be settled through -in terms of -close the transaction according to	Complete the contract based on the above...	

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Lead-in Activities Listening: prepare for the sales report	Text B US Auto Sales Edge Up	Simulate a business meeting		Write a sales report	
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Lead-in Activities 1. Read and answer 2. Listening: a negotiation about purchase amount and prices	Text C Personal Selling	Sign a contract selling electronic components	Notification Email about the price changes into English		
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	Lead-in	Reading	Speaking	Translation	Writing	Further Study
Unit Five Entertaining Clients • Entertaining • Talking about entertaining clients • Entertaining tips • Writing a letter of invitation and a thank-you letter • Simulation: business dinner party	Lead-in Activities 1. Look at the pictures and decide styles of clothing suitable for the business dinner 2. Stages in inviting guests to...	Text A Hosting a Business Dinner	1. Short discussion about seat-taking 2. Short report about what kind of drinks are best in...	Key words: -fall to -get into trouble -refrain...from -be conducive to -comment on	Write a letter of invitation based on...	

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Lead-in Activities Listening: gift giving Do's and Don'ts	Text B Choosing a Corporate Gift	1. Simulate an occasion: gifts giving to the guests when... 2. Dialogue: gifts giving when...		Write a thank-you letter based on...	
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Lead-in Activities 1. Read and answer 2. Listening: recreation activities arrangement for...	Text C Meeting without Meals	Group discussion: choose the way of entertaining people	Do as the Romans do		
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Unit Six
Cross-cultural Awareness
 · Cross-cultural awareness
 · Cross-cultural communication
 · Dealing with different culture
 · Suggestions on cultural clashes

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities Do a culture quiz: polite/impolite/shaking hands/eating/dressing/number...	Text A Cross-cultural Competence in Business	Talking about business etiquette... based on given items	Key words: -be receptive to -lack of -provide with -accordingly -be aware of	Design a notice of a lecture on cross-cultural competence for attracting...	

Lead-in Activities Listening: a dialogue about differences in business communication	Text B When Chinese Meet Americans at Work			Write a fax about arrangement for a visit with some cultural issues of...	
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Lead-in Activities Listening: a lecture on cultural differences in...	Text C Daimler plus Chrysler: a Doomed Marriage	Give an introduction to the training course with the hints given	From Chinese into English: - 把你的想法..... - 到我们的..... - 试着给..... - 环境适合..... - 把.....娓娓道来 - 我按照.....做了一遍 From English into Chinese...		
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Unit Seven
New Face of Marketing
 · Advertising
 · Different media
 · Micromarketing
 · Description of ads and meeting minutes
 · Simulation: a meeting

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Reading: definition of advertising 2. Matching: pictures and names	Text A The New Age of Micro-marketing	1. Describing: TV commercials to...and explaining... 2. Discussing advantages and disadvantages of different media with... 3. Role-play: meeting...	Key words: -in hope of -impact -confine to -account for -transition	Write the minutes of the meeting mentioned in Speaking Task 3	

Lead-in Activities 1. Listening: Audio of ads: Procter & Gamble... 2. Listening: Nokia's advertisement	Text B Adding Value: The Future of Marketing	Speaking: create your own ads with slogans given...		Write a composition about the influence of public service ads	
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Lead-in Activities 1. Reading: news 2. Deciding: a fast food restaurant advertised...	Text C Four Cases in Advertising	Speaking: celebrity endorsement...	From English into Chinese: -famous ads 1-8 From Chinese into English...		
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Unit Eight

Customer Service

- Customer service
- Complaint
- Customer loyalty
- Writing: customer survey & letter of complaint
- Simulation: staff meeting

page 211

Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities <ol style="list-style-type: none"> 1. Shopping habits 2. Make a list of the factors which guarantee customer loyalty to a company 3. Efficiency or ability to form a friendly relationship 	Text A 5 Types of Customers Increase Your Loyal Customers to Increase Your Sales	Speaking: factors of losing customers	Key words: -play a...role in -break down...into -contribute to -in terms of -put emphasis on -be inclined to -a sense of	Design a customer service survey questionnaire to...	

Lead-in Activities <ol style="list-style-type: none"> 1. Listening: a dialogue 2. Speaking: procedure to solve the problem 3. Speaking: the best ways to complain 	Text B Dealing with Difficult Customers: Best Practices for Addressing Customer Complaints		From English to Chinese: (1-5)	Write a letter to complain the unsatisfactory service.	
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Lead-in Activities <ol style="list-style-type: none"> 1. Label each picture with a word or... 2. Speaking: the most useful ways 3. Match the verbs with ...to form collocation 	Text C Is the Customer Always Right?		From Chinese into English: - 由于 - 尽管如此 - 另一方面 - 不但, 还是 - 总而言之		
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Lead-in

Reading

Speaking

Translation

Writing

Further Study

Unit Nine

Business Trip

- About business trip
- Appropriate behavior on a business trip
- Writing: event description
- Simulation: a visit to Hong Kong

Lead-in Activities

1. Preparing for one's first business trip: find out...
2. Listening: a humorous story and answer questions

Text A How to Behave Appropriately on a Business Trip

Listen to...and speak with your partner using useful words and expressions you heard

Key words:
-reserve
-arrange
-do business with
-first class
-join

A description about your own traveling experience according to...

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Lead-in Activities

1. Listen to... and fill in the blanks with...
2. Speaking: unpleasant or embarrassing traveling

Text B Most Embarrassing Business Trip Stories

Complete a traveling chart

Lead-in Activities

1. Listening: Ms. Eliot talking to... about weather, journey, hotel...
2. Listening and choosing the best answer to...

Text C Business Travel in Hong Kong

Role Play: Ask and tell about Hong Kong: entertainment, restaurant, transportation and weather

From English into Chinese: Hong Kong's population, hotel...
From Chinese into English: ticket order, public transportation ...

Unit Ten
Corporate Culture

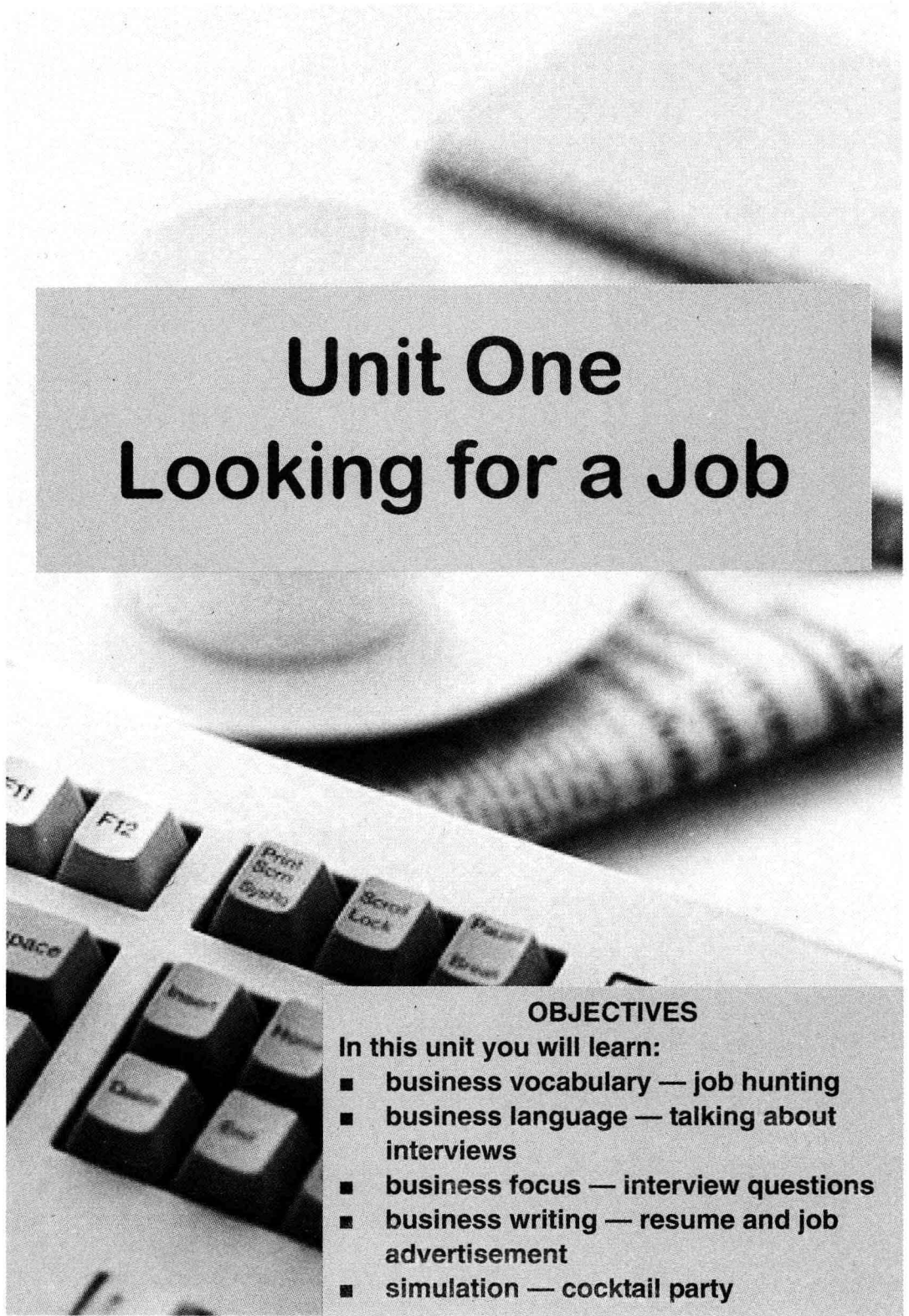
- Positive corporate culture examples
- Elements of corporate culture
- Writing: Introduction of corporate culture and company history
- Simulation: talk show

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Lead-in	Reading	Speaking	Translation	Writing	Further Study
Lead-in Activities 1. Look at pictures and form your idea about corporate culture 2. Read...and decide which program is about...	Text A Strong Corporate Culture Counts	1. Talk with your partner to find what qualities a successful leader should have. 2. Debate: Is leadership something inborn or can it be learnt?	Key words: -guarantee -trace back -pitch in -consistent with -in turn	Write a passage about a company's history	
Lead-in Activities Listening: Toyota's woes unsettle corporate culture in Japan	Text B A Good Way to Change a Corporate Culture	Deliver a speech at a retirement party		Introduce the corporate culture of a firm based on the...	
Lead-in Activities Listening: two notices about pension and vacation	Text C No Laughing Matter?	Role Play: Do you play Farm Ville at work?	Alibaba's corporate culture		

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Unit One

Looking for a Job

OBJECTIVES

In this unit you will learn:

- business vocabulary — job hunting
- business language — talking about interviews
- business focus — interview questions
- business writing — resume and job advertisement
- simulation — cocktail party