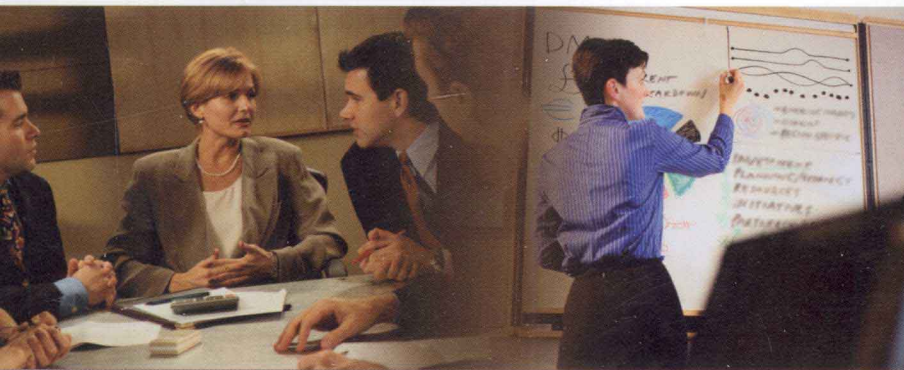




普通高等教育“十一五”国家级规划教材  
国际商务系列英语教材



# 国际商务行政管理 英文版

总主编 / 徐小贞 主编 / 唐小毅

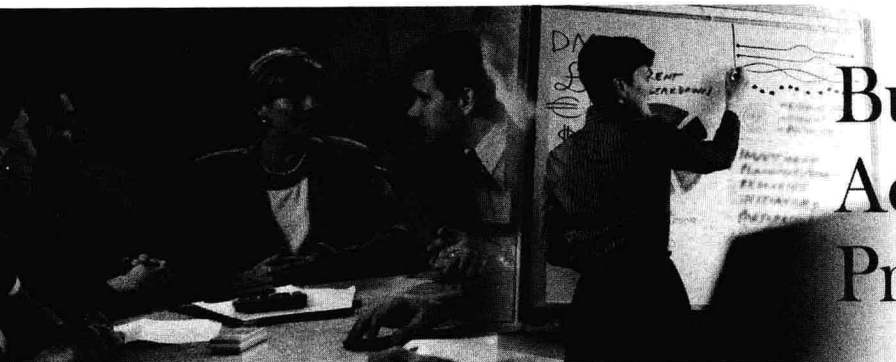


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HIGHER EDUCATION PRESS

Business Administrative Practice



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国际商务系列英语教材



Business  
Administrative  
Practice

# 国际商务行政管理 英文版

GUOJI SHANGWU XINGZHENG GUANLI

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# 前言

随着经济全球化以前所未有的深度和广度地发展,政治、经济、文化等方面的国际合作日趋密切,越来越多的中国企业走向世界,参与到经济全球化的浪潮中。中国企业要想在国际市场竞争中立于不败之地,必须要有科学的组织和管理。企业行政管理是企业管理的中枢,良好的行政管理有利于提高效率。面临国际竞争的中国企业,需要大量既通晓英语交际,又熟悉国际商务理念和惯例的行政管理人才。

为培养出高素质的创新性人才和国际型人才,我们集多年教学改革和实践的经验,编写了这本特色鲜明的实用商务英语专业教材。本教材是普通高等教育“十一五”国家级规划系列教材,由广东省教育厅牵头,与英国文化委员会合作开发而成,是新世纪广东省高等教育教学改革工作项目《中英职教商务文秘专业课程改革与实践》的成果之一。本教材独辟蹊径,以全新的视角诠释和探索国际商务与英语学习一体化的教学思想与规律,既有国际视野,又具中国特色。

本教材以行政管理人员的实际岗位为出发点,对行政管理人员的工作职责进行全程指导,归纳总结了行政管理人员所必需的各种知识和技能,具有很强的操作性和实用性。教材的编写借鉴了英国国家职业资格证书(NVQs: National Vocational Qualifications)体系中科学的教育理念,结合国内外知名企业的成功行政管理经验,参考国内外行政管理书籍和网站编撰而成。此外深圳职业技术学院应用外国语学院许多教师参与了教材编写的前期准备和教材的试用工作,为本教材的编写与出版做出了贡献,谨在此一并表示感谢!

由于编者水平和经验有限,本书难免存在缺陷和遗憾之处,欢迎广大读者批评指正。

编者  
2011年3月

# 使用说明

本教材共有6个单元,分别涵盖商务行政管理活动中涉及的主要知识和技能:

第一单元 **Get Started: The Basics of Office Administration** 概述了行政管理人员在企业中的角色,对其基本素质和技能的要求以及个人的职业规划内容。

第二单元 **Maintain a Healthy, Safe and Effective Working Environment** 介绍了如何维护办公室的健康、安全以及办公室的管理,包括办公物品的管理和维护、小额现金控制和报销程序、员工请假休假程序。本单元还包含了行政人员涉及的信息归档及管理工作。

第三单元 **Manage Business Communications** 主要涉及口头、书面和电子沟通方式和文书处理技巧。

第四单元 **Organise Business Meetings and Appointments** 介绍了行政管理人员在商务会议中扮演的角色和承担的任务,以及如何有效安排组织商务会议;此外还讨论了行政管理人员如何合理有效地安排办公室日常活动及商务会晤。

第五单元 **Organise Business Trips** 介绍了商务旅行,包括出国旅行等商务活动的住宿、行程安排以及涉及的证件要求等活动。

第六单元 **Develop Positive Working Relationships** 讨论了行政管理人员如何与上司、同事、下属及客户融洽相处及建立和谐有效的工作关系,并就办公室日常活动和时间安排进行有效管理和控制。

每单元具体编写体例说明如下:

- **单元学习目标/要素 (Learning Elements)**

将每一单元的学习目标/要素在每章章首用方框明确列出,以便学习者了解本单元的核心内容及考核目标,做到有的放矢。

- **理论和实务介绍 (Knowledge and Skills / Guidelines)**

提供和讲解相关和必要的理论知识和实务,便于规范化、专业化学习。内容选材新,并使用大量图表和商务函件穿插其中。

- **任务和实践 (Small Tasks)**

各种精心设计的小型任务和活动穿插在理论和实务介绍中,供课堂学习和实践活动,熟悉单元学习内容,同时突出技巧和能力为核心的学习模式。

- **自测系统(含模拟活动) (Self-study Questions and Tasks)**

针对每个单元的学习目标,编写若干问题和编排活动,并专门设计特定工作场所背景的模拟实训活动、案例分析或综合任务,突出职业能力的应用,作为学生自测知识和技能,并作为考评证据的重要来源。

- **个人学习档案 (Portfolio)**

本教材的最重要特色之一。学习档案记录了个人和考评员/教师共同确立的学习目标和要求,详细的考评标准和证据要求,考核过程、结果和问题分析和反馈,以及每个单元所涉及的与其他单元交叉的学习/考评要素。

- **知识评估体系 (Assessment Form)**

制定出每单元理论知识的评估标准,和单元内容紧密结合,并与单元学习目标/要素结合,达到知识部分评估的目的。

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# Unit 1

## Get Started: The Basics of Office Administration



### ***Learning Elements***

- 1.1 Understand the Administrative Work
- 1.2 Take Up the Role of Administrative Staff
- 1.3 Plan Your Career Development

### *1.1 Understand the Administrative Work*

Every organisation, large or small, depends heavily on the support of their administrative staff. No matter on which levels the administrative positions are placed, the organisation will benefit greatly by efficient and effective support from its administrative staff.

A variety of titles and positions are found in the administrative field: secretary, administrative assistant, personal assistant, office assistant, receptionist, typist, filing clerk, administrator and administrative manager.

These job titles or positions will be determined by the specific job description as well as the size of the organisation, the type of industry, the policy and philosophy of top management. Generally, we use the title of administrator in this book for convenience but it must be noted that it refers to all the titles mentioned earlier.

Much of the administrative work is office-based. The administrator works at a desk all or part of the time, using a computer or other office facilities to deal with paper works. Preparing and attending meetings forms a regular part of the daily office work for some positions. Some might involve dealing with people like customers, suppliers, staff of other

businesses or members of the public.

Skills of team working, communication, organisation and problem-solving are important, ICT (Information Communication Technology) skills are required for most jobs. Supervisors and managers need leadership and decision-making skills. Some positions require specialist skills and qualifications.

Entry is possible at all levels. Some job openings require few formal qualifications, with only some basic office skills; other roles involve a degree or postgraduate qualifications for entry. New employees receive on-the-job training and may attend in-house and external courses. Employees may have the opportunity to study for additional qualifications, from work-related qualifications, such as NVQs (National Vocational Qualifications), to an MBA (Master of Business Administration).

Promotion usually involves taking on extra responsibilities and managing people, projects and resources. Opportunities are available for continuing professional development.

## *1.2 Take Up the Role of Administrative Staff*

The role of administrative staff has evolved greatly as the reliance of office technology continues to expand in offices. Office automation and organisational restructuring have led administrative staff to assume more responsibilities for administration and supervision. In spite of these changes, however, the core responsibilities for administrative staff have remained much the same: performing and coordinating an office's administrative activities and combining people, technology, material, money and sources of information well enough to achieve the objectives of the administrative function and the organisation.

### **1.2.1 Duties of Administrative Staff**

Many job duties of administrative staff are similar in different settings. Administrative staff carry out a variety of duties to support the effective and efficient operations of an organisation. The administrative duties likely to be carried out in most offices are:

- Deal with internal and external telephone calls.
- Deal with incoming and outgoing mails including e-mail and fax messages.
- Greet and assist visitors.
- Maintain and use office equipment such as fax machines, photocopiers, scanners and telephone system.
- Organise the office, ensuring the health and safety regulations are followed.
- Research and prepare for the motions, policies and office procedures.

- Maintain hard copy and electronic filing system.
- Produce letters, reports and other documents by using traditional methods and software packages.
- Organise an effective stock control system.
- Arrange meetings and events including preparing agenda, scheduling conference rooms and proper equipment and recording minutes.
- Take care of travel arrangements and guest accommodations.
- Set up appointments and handle schedules.
- Operate a petty cash system.
- Arrange for payment of honorariums.
- Conduct research and circulate information using telephones, e-mail, letters and websites.

Many of these traditional administrative duties, such as reception, text production and routine office work have become very complex nowadays and often require a wide range of high level skills.

In modern offices, administrative staff support several professional staff and often work as part of a team, so it is important that they are team players. As administrative staff are expected to provide a key link between group members, team working and co-ordination skills are becoming increasingly important.

Administrative staff are also developing their own areas of work and responsibilities. In some organisations administrative staff are increasingly regarded as “IT experts”, well versed with latest development of technology, both in hardware and software and contribute to the organisation’s IT policy. In some cases, more senior administrative staff are getting involved in new staff recruitment, have responsibility for training and orientation of junior office staff and for advising management on administrative staff development and training needs.

### **Practice 1**

Owing to the introduction of new equipment and methods in office work, the duties of office staff are changing. Apart from text processing, what jobs might an office junior be asked to do?

## **1.2.2 The Qualities and Skills Required**

In order to do their work efficiently and effectively and to be successful, administrators have to possess certain attributes and skills. Changes due to technology have greatly influence

the skills that an administrator must have.

### Basic skills

Communication skills, which include all written communications, are the most important skills for administrators to deal with superiors, colleagues, customers and visitors.

### Basic skills regarding office equipment

- Word/text processing skills.
- Database management skills.
- Desktop publishing skills.
- The ability to operate the large variety of office equipment, e. g. fax machines, scanners, copiers, telephone system, laminators, recording devices, all-in-one machines and motorised filing equipment.
- The ability to use Internet, Intranet, Extranet, e-mail, SMSs, voice mail and video conferencing.

### Academic and professional qualifications

Much of the administrator's work is done in the office, as a result, it is essential to master the latest equipment and information technology to carry out many and varied responsibilities more effectively. For an administrator who wants to grow professionally, he/she should keep up with developments in this field and in the business world in general.

#### Practice 2

Look carefully at the following advertisements for administrative staff and make a list of all the academic and professional qualifications requested.

Discuss your findings with other members of the class. Compare the needs of each job. Are there any skills needed for all the jobs advertised? If there are, make a list and keep it for future reference.

#### Part-time Secretary

With excellent organisational and telephone skills the successful candidate will help arrange meetings, liaise with outside agencies and carry out more clerical duties.

Applicants should be enthusiastic, able to work on their own initiative and be qualified to MS word processing.

( continued )

Further details and application forms may be obtained from

Personnel Office

University of Huddersfield

Queensgate

Huddersfield HD1 3DH

Tel: 01484 472845

Fax: 01484 473150

E-mail: [personnel@hud.ac.uk](mailto:personnel@hud.ac.uk)

---

### **Administrative Assistant**

Provide administrative support to a department and/or Manager. Duties include general clerical, receptionist and project based work. Project a professional company image through in-person and phone interaction.

Basic reading, writing and arithmetic skills required. This is normally acquired through a high school diploma or equivalent.

Knowledge of Microsoft Office and telephone protocol required. Duties require professional verbal and written communication skills and the ability to type 50 wpm. This is normally acquired through one to three years of clerical experience.

This position is available on a full-time or job-share basis. For further information contact Manjit Smith on: (020) 7123 4567.

---

### **Administrative Assistant/Executive Assistant**

North East Valley Security Company is seeking an Experienced Administrative/Executive Assistant. This position consists of:

- Preparing bids and proposals
- Providing customer and sales support
- Ordering parts
- Scheduling of all employees, president, technicians and sales
- General office duties such as answering phones, data entry and filing

( continued )

### Skills Requirements

- Have excellent interpersonal skills with a “can do attitude”
- Be friendly and professional to customers and co-workers
- Be extremely detail oriented and flexible with strong communication skills
- Have Quickbooks and Microsoft Office proficiency
- Ability to work independently while exhibiting excellent time management skills
- Exhibit excellent telephone manners

If you are interested, please submit your CV to [jobing@nevsecurity.com](mailto:jobing@nevsecurity.com).

The job duties listed in the above advertisements are typical examples of the work performed by positions in specific job classification. Not all duties assigned to every position are included, nor is it expected that all positions will be assigned every duty.

### Personal qualities

Since each employer is a unique individual, no two jobs for administrators are alike. Though skills and employment history are important, personality and life experiences must also be considered.

The following are the main qualities which are looked for:

- Good communicator—Administrators should have the ability to deal with customers, visitors and staff in a patient manner, in both oral and written communications.
- Trustworthiness—Administrators are often entrusted with sensitive information and documentation. Some might also be involved in the financial facet of a business, thus integrity and credibility are imperative.
- Responsibility—This implies that administrators accept the result of their own actions and do not try to avoid it. This means the administrator should take the praise or the blame whatever the result of the action is.
- Loyalty—In order for an organization to be really successful, its employees' goals should be aligned with that of the organisation. One way this alignment is expressed by loyalty to the organisation.
- Inherent drive—The administrator must be self-motivated and have an inherent drive. This will bring about the willingness to improve in the job situation by improving their qualification or being innovative to increase efficiency.
- Accuracy—All communications which are sent out are a projection of the company image. A minor mistake by an administrator may be responsible for the organisation

losing trade.

- Professionalism — Always project self-confidence and be professional when dealing with clients and visitors. Dress properly in an office setting.
- Punctuality — An administrator who arrives even a few minutes late can cause havoc in a busy office. The administrator should be always punctual and always there when needed.
- Helpfulness — As administrative work often put them in contact with visitors, customers and employees, administrators should certainly be friendly, personable, and approachable.
- Enthusiasm and pleasant disposition — This will enable an administrator to work successfully as part of a team and with staff from other sections.
- Ability to deal with risk — The administrator does not always have all the information available on which decisions can be based and should sometimes make risky decisions.
- Growth potential — The successful administrator is always trying to improve themselves and to assume more responsibility.
- Multitasking — The administrators need to be well organised and able not only to plan their work and prioritize tasks but also to remain flexible enough to deal with other tasks at short notice.

### **1.2.3 The Importance of Administrative Function in Promoting a Positive Image**

Administrators are the central nervous systems of an office. Knowing the best ways to perform office functions will enable administrators to complete their responsibilities more efficiently and effectively.

The first contact for customers, clients and members of staff from other sections is likely to be as the result of a telephone call, a personal visit or some written correspondence.

The following suggestions would be highly recommended in general :

- Telephone calls should be dealt with in a helpful manner in order to ensure that the first impressions of the organisation are of efficiency and helpfulness.
- Visitors may have their first contact with the organisation as the result of personal meeting a member of staff in the reception area. It is very important that this initial contact makes the visitor feel that the staff are helpful, informed and efficient.
- A positive image of an organisation will be built if written correspondence is dealt with quickly and the facts contained are correct. All communications should be checked for accuracy of content and all typographical errors corrected before being sent. Names and addresses should be carefully checked as people get very annoyed when their names are misspelt or a letter goes to another place and has to be

redirected. If a piece of correspondence has to be redirected it does of course delay delivery and does not give a good impression of the organisation.

### 1.3 Plan Your Career Development

Staff selection and employment, training, appraisal and advancement are covered in this section as they relate to obtaining jobs and, when appointed, making a success of them.

#### 1.3.1 Applying for a Vacancy

Great care should be taken in preparing the letter of application for a post of administrator so that the prospective employer will be favorably impressed. The following points are important:

- The letter should be typed neatly and written in a businesslike manner.
- Avoid errors of grammar or punctuation.
- The source of the advertisement should be referred to at the beginning of the letter, for example, "In reply to your advertisement in *China Daily* of 6, May. . .".
- The letter should be well planned, covering all the essential points referred to in the advertisement. Take Figure 1.1 as an example, in reply to the advertisement, you should refer to:
  1. your interest in the type of work;
  2. your secretarial skills (typing and shorthand, word processing equipment);
  3. your willingness to undertake audio work;
  4. your experience of working as a secretary;
  5. your age (must over 21);
  6. your present salary;
  7. explanation why this job is attractive to you.
- When stating your qualifications and experience, submit a neatly typed CV (curriculum vitae) containing:
  1. full name and address;
  2. telephone number;
  3. date of birth;
  4. education;
  5. qualifications;
  6. work experience;
  7. interests;
  8. brief information of the persons who make references.



**AIRLINE SECRETARY**  
**London Bridge**

The successful applicant will provide a secretarial service for the Administration section at our Head Office.

The job will appeal to experienced secretaries over 21 with good typing and shorthand speeds who are also willing to undertake some audio work. Word processing equipment is in use and full training can be provided. Duties will include typing and distribution of weekly planning schedule, general correspondence and industry affairs.

Applications, giving details of age, experience and present salary should be addressed to:

Figure 1.1 Sample Advertisement

### 1.3.2 On Being Interviewed

If you receive a letter or a telephone inviting you to attend for interview, it means you gain the first step towards success. It is important to approach the interview in a positive, calm and efficient manner. The following advice may prove beneficial:

#### Before the interview

- Find out as much as possible about the organisation and the vacancy advertised.
- Make a list of likely questions and prepare some good answers to them.
- Prepare some questions to ask the interviewer on such topics as job prospects, employment policies, etc.
- Be sure that you know the place of interview and how to get there in good time.
- Give careful consideration to your appearance and make sure you are smart and tidy.

#### When attending the interview

- Bring with you any documents and materials necessary.
- Try to be natural and think before you speak when answering questions.
- Be pleasant—a smile creates a favorable impression.
- Answer questions logically—make the most of the subjects in which you have gained most experience and knowledge, but keep to the point.
- Speak clearly and convincingly and do not be afraid to look at the interviewers.
- Show that you are interested and enthusiastic by your attitude to the questions asked.
- Thank the interviewer at the end of the interview.

Here are some interview questions that would help when looking to prepare oneself for an