

人社部教育培训中心商务英语岗位能力培训指定教材



# 商务英语 (CBET2) 读写教程

主编 吴黄知 祝慧敏

主审 龚龙生



上海交通大学出版社

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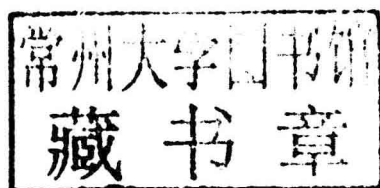
人力资源和社会保障部教育培训中心商务英语岗位能力考试培训指定教材

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## 内 容 提 要

本教材分12个单元,每单元包括三大板块:阅读板块、写作板块和应考练习板块。教材紧扣考试大纲和考试样题难度,围绕2500左右的核心商务词汇展开,按照本级别所要求的商务功能模块知识要求,在选材上力图做到内容素材新,有时代感,突出职业相关性。阅读和写作训练贯穿全书。每单元设置“应考训练”板块,突出培训内容与考试相关性的特点。

本书是“商务英语岗位”能力培训指定教材,主要阅读对象是有意从事涉外商务工作的高等院校学生、涉外商务从业人员和其他社会相关人员。

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# 商务英语岗位能力培训项目教材

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随着我国加入世贸组织,涉外商务活动日益频繁,各地对熟练掌握商务英语的国际商务人才的需求显得极为迫切。为满足企事业单位对涉外岗位人员英语能力测评的需要,促进涉外人员岗位能力的提高,国家人力资源和社会保障部教育培训中心推出面向全国商务英语岗位能力培训项目(英文简称CBET)。

作为项目的中等级别,商务英语岗位能力二级考试是为满足涉外商务中层主管人员所需要的英语水平而设立的,主要针对有意从事涉外商务工作的高等院校学生、涉外商务从业人员和其他社会人员。为帮助考生了解商务英语岗位能力二级考试(CBET2),有效地进行复习和备考,同时也为协助各地培训机构做好培训工作,人力资源和社会保障部教育培训中心特组织项目考试委员会专家编写该级别考试培训教材。

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在学习了阅读板块和写作板块后,在应考练习板块中要求考生能读懂一般难度的商务材料,能运用有效的阅读技巧,掌握中心意思,理解主要事实和相关细节,并能够进行归纳推理;能根据所提供素材的上下文对2~3个句子进行中英文互译;能运用基本的写作技巧,在规定的时间内完成两个常见的书面沟通任务:撰写一篇商务信函和一篇商务报告,要求做到内容完整,格式正确,语言准确,语意连贯。

《商务英语读写教程》(二级)由上海第二工业大学吴黄知老师、上海工商外国语职业学院祝慧敏老师担任主编,上海工商外国语职业学院孙金升、张峻奔老师,上海杉达学院陆

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本教材分 12 个单元,每个单元包括三大板块:阅读板块、写作板块和应考练习板块。该教材扣考试大纲,围绕 2,500 左右的核心商务词汇展开,按照本级别所要求的商务功能模块知识要求,在选材上力图做到内容素材新,有时代感,突出职业相关性的特点;该教材的阅读和写作训练贯穿全书,每单元设置“应考训练”模块,突出培训内容与考试相关性的特点。

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《商务英语读写作教程》(二级)由上海第二工业大学吴黄知老师、上海工商外国语职业学院祝慧敏老师担任主编。上海工商外国语职业学院孙金丹、张晓卉老师,上海杉达学院杨

志霞老师,上海商学院叶利华、黄飞莺老师,嘉兴南洋职业技术学院郝焕香、王皓、许皓老师,中国计量学院周丽丽老师参与了本书的编写。具体的编写分工是:吴黄知(统筹、修改、审稿、第七单元、第九单元、第十单元);祝慧敏(统筹、修改、审稿);孙金丹(第八单元);张晓卉(第二单元);杨志霞(第四单元);叶利华(第一单元);黄飞莺(第三单元);郝焕香(第五单元);王皓(第六单元);许皓(第十一单元)、周丽丽(第十二单元)。本书在编写过程中,得到了各地培训机构的大力支持,在此表示由衷的谢意。

由于编写时间紧迫,书中错误难免,希望大家在使用过程中多提宝贵意见。

編者  
2011年8月

2011 年 8 月





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# Unit 1

## Recruitment

### Reading 1

● Match the words and phrases with their definitions.

1 screening	A. a proof that one has passed examinations and gained a certain degree of knowledge
2 candidate	B. a piece of written information about someone's character and ability
3 qualification	C. a person who tries to attract specially able people to other jobs by offering them better pay and more responsibility
4 headhunter	D. a person who wants to be chosen for a position
5 reference	E. examining or proving the ability or suitability of people for a job

● Read the article below quickly and answer the following questions.

1. What does recruitment mainly deal with?
2. What are the main types of recruitment?
3. What stages are included in recruitment?

### Recruitment

Recruitment advertisements, which often appear on the mass media, such as



newspaper, magazine, internet, job center, typically have a uniform layout and contain the following elements:

- the job title heading and location
- an explanatory paragraph describing the company, including the Employer Brand
- a description of the position
- entry qualifications
- the remuneration package (not always provided by the employer)
- further details and from where application forms may be sought

Applicant recruitment and employee selection form a major part of an organization's overall recruiting strategies, which identify and secure people needed for the organization to survive and succeed in the short-term to medium-term. Recruitment activities need to be responsive to the increasingly competitive market to secure suitably qualified and capable recruits at all levels. To be effective, this process needs to include how and when to source the best recruits, internally or externally.

Internal recruitment can provide the most cost-effective source for recruits if the potential of the existing pool of employees has been enhanced through training, development and other performance-enhancing activities such as performance appraisal, succession planning and development centres to review performance and assess employee development needs and promotional potential.

Increasingly, securing the best quality candidates for almost all organizations relies, at least occasionally if not substantially, on external recruitment methods. Rapidly changing business models demand skill and experience that cannot be sourced or rapidly enough developed from the existing employee base. It would be unusual for an organization to undertake all aspects of the recruitment process without support from third-party dedicated recruitment firms. This may involve a range of support services, such as: provision of CVs or resumes, identifying recruitment media, advertisement design and media placement for job vacancies, candidate response handling, shortlisting, conducting aptitude testing, preliminary interviews or reference and qualification verification. Where requirements arise, these are referred on an ad basis to government job centres or commercially-run employment agencies.

The recruitment industry has four main types of agencies: employment agencies, recruitment websites and job search engines, headhunters for executive and professional recruitment, and niche agencies which specialize in a particular area of staffing. Some organizations use employer branding strategy and in-house recruitment instead of agencies. Recruitment-related functions are generally carried out by an organization's human resources staff.

The stages in recruitment include sourcing candidates by advertising or other methods, screening potential candidates using tests and/or interviews, selecting



candidates based the results of the tests and/or interviews to ensure the candidate is able to fulfill their new role effectively. Qualifications may be shown through résumés, job applications, interviews, educational or professional experience, the testimony of references, or in-house testing, such as for software knowledge, typing skills, numeracy, and literacy, through psychological tests or employment testing. Other resume screening criteria may include length of service, job titles and length of time at a job. (Adapted from www.wikipedia.com)

## Words and Expressions

mass media 大众传媒

job center 就业中心

uniform layout 统一布局

job title heading 职位名称

entry qualifications 就业资格

remuneration package 薪酬待遇

application form 申请表

screening *n.* 筛选, 筛查

qualified people 合格人员

recruiting strategy 招聘策略

be responsive to 响应, 应对

initiative *n.* 主动性

internally *adv.* 内部地

externally *adv.* 外部地

internal recruitment 内部招聘

cost-effective *adj.* 成本效益的, 合算的

performance appraisal 业绩评估

succession planning 接替计划

substantially *adv.* 大量地

undertake *v.* 执行, 实施

provision *n.* 供应, 预备, 准备

job vacancies 职位空缺

shortlisting *n.* 最终候选人名单

aptitude testing 能力倾向测试

preliminary *adj.* 初始的

verification *n.* 证明

headhunter *n.* 猎头公司

candidate *n.* 候选人

testimony *n.* 证词, 证明

reference *n.* 证明人; 证明材料

numeracy *n.* 计算能力

literacy *n.* 读写能力

criteria *n.* 标准(*pl.*)

## Notes

1. niche agencies which specialize in a particular area of staffing 招聘专业人才的机构
2. Other resume screening criteria may include length of service, job titles and length of time at a job. 其他的简历筛选还包括任职时间长度、职务以及某份工作的就业时间长度。

## Read the article again and choose the correct answer to each question.

1. What is the basic function of recruitment?

A. To put advertisements for job vacancies in job center.





- B. To offer chances for the candidates.
- C. To secure suitably qualified and capable recruits at all levels.
- D. To assess the performance of the candidates.
2. Which method is the most cost-effective source for recruits?
  - A. External recruitment
  - B. Headhunter
  - C. Mass media ads
  - D. Internal recruitment
3. Which of the following statements about external recruitment is **NOT TRUE**?
  - A. Rapidly changing business models demand skill and experience that cannot be found from the existing employee base.
  - B. It would be unusual for an organization to undertake all the recruitment without support from external recruitment firms.
  - C. Its functions may involve sorting out the resumes of the candidates and give interviews.
  - D. Securing the best qualified candidates for almost all organizations relies mainly on external recruitment.
4. Who will be responsible for the recruitment-based function in an organization?
  - A. Human resources staff
  - B. Administrative staff
  - C. References
  - D. Secretaries
5. What qualification is not included in the process of choosing a candidate?
  - A. Calculating abilities
  - B. Software knowledge
  - C. Psychology-related knowledge
  - D. Testimony of references

## Reading 2

● Read the article below and decide whether the following statements are true or false.

1. Graduate recruitment is mainly aimed at the candidates who have graduated from colleges for a few years.
2. Graduate recruitment programs are popular in the developed countries.
3. Selection methods may include aptitude tests, role plays, debated and interviews.
4. Many schools, colleges and universities offer their students independent advice from a careers advisory service.
5. Careers advisors often share current best practice among members and passes onto students.

### Graduate Recruitment

Graduate recruitment or campus recruitment refers to the process whereby

employers undertake an organized program of attracting and hiring students who are about to graduate from schools, colleges and universities.

Graduate recruitment programs are widespread in most of the developed world. Employers commonly attend campuses to promote employment vacancies and careers opportunities to students who are considering their options following graduation. In the United Kingdom, the process of employers visiting a series of universities to promote themselves is called the milk round.

Selection methods used by employers include interviews, aptitude tests, role plays, written assessments, group discussions and presentations.

Many schools, colleges and universities provide their students with independent advice via a careers advisory service which is staffed by professional careers advisors. The careers advisory service often organizes a careers fair or job fair where a large number of employers visit the campus at once giving students the opportunity to meet a range of potential employers.

Employers involved in graduate recruitment programs often form themselves into professional bodies or associations to share best practice or to collaborate in setting a recruitment code of practice.

Careers advisors also form themselves into professional bodies or associations to ensure that current best practice is shared across members and passes onto students.

Examples of professional associations in the graduate recruitment sector include the National Association of Colleges and Employers in the United States, the Canadian Association of Careers Educators and Employers in Canada, the Association of Graduate Recruiters and the Association of Graduate Careers Advisory Services in the United Kingdom and the Australian Association of Graduate Employers in Australia, Graduate Daily in the Russia.

Many of the national professional associations are members of the International Network of Graduate Recruitment and Development Associations.

## Words and Expressions

graduate recruitment 校园招聘

options *n.* 选择

written assessments 书面评估

via *prep.* 通过

careers advisory service 职业咨询  
服务

a careers fair 职业招聘会

job fair 职业招聘会

professional bodies 专业机构

associations *n.* 协会

collaborate *n.* 协作, 合作

recruitment code of practice 招聘  
行业准则

careers advisor 职业顾问

● Note

**milk round** 原指送奶工挨家挨户送奶的过程,在这里指“招聘企业挨个学校推广校园招聘”的过程。

## Writing 1

● Your name is Tony Smith and you want to find a position as a HR Recruiting Professional. You have just seen an advert on the internet about the job vacancy. You need to write an application of 120 – 140 words to apply for this post.

The details included in letter are listed below:

- ◇ personal information
- ◇ qualifications
- ◇ working experience

### HR Recruiting Professional (English) · Chengdu

#### Job Responsibility:

This role is responsible for all recruiting and staffing programs and activities related to the attraction, selection, hiring and on-boarding of talent into IBM as well as partnering with IBM managers to help build a workforce with those critical skills needed to move the business forward. This role can also be responsible for ensuring talent processes comply with appropriate business controls or initiating/maintaining immigration statuses. Individuals in this role may also be a team lead, providing work direction, guiding employees on various processes and acting as a point of escalation for team members.

#### Qualifications:

- More than 3 years' recruiting working experience in IT or infrastructure areas;
- Know well about China talent market;
- Experience in other HR functions is a PLUS;
- Good PC skills & fluent in English and Mandarin;
- Good team work spirit, respect and value people;
- Excellent communication and interpersonal skills;
- Willing to take high initiative and extra responsibilities;



- Self-motivated and be able to cope with a heavy workload;
- Work independently and be patient under pressure.

(Adapted from <http://www.cjol.com/main/jobseeker/JobTemplates/>)

## Words and Expressions

partnering with 与……合作

comply with 遵从,服从

initiating 采取主动

immigration status 移民地位

escalation *n.* 逐步上升,价格的自  
动升降

Mandarin *n.* 普通话;国语;官话

team work spirit 团队合作精神

take high initiative 采取主动

cope with 处理,应对

heavy workload 繁重的工作负荷

## Writing 2

- Your bank needs to recruit more staff in Shanghai. Your manager wants you to write a report explaining your requirements and commenting on recruitment methods.

- Look at the information below, on which you have already made some handwritten notes.
- Then, using all your handwritten notes, write your report.
- Your report shall be made up of three parts: introduction, findings, and recommendation.
- Write 120 – 140 words.

*explain why new staff needed and say what type of staff needed*

Number of new staff needed: 26

Possible recruitment methods:

- Headhunter
- Online recruitment
- Newspaper advertisement

*used many times before*

Newspaper	Numbers sold each day
Xinmin Evening News	1 million
Shanghai Morning Post	0.7 million

*explain how to use them*





## Useful Sentences in Writing

1. I've got a *solid background* in providing personnel and organizational management and accomplishing *training objectives*.
2. I've got excellent *time management*, *prioritizing*, multi-tasking, organizational and communication skills *at all levels*.
3. I am responsible for organizational management and manpower to ensure *fulfillment of commitments* and contracts to *branch agencies*.
4. I've managed all *transitioning personnel actions* for transfers, retirements, promotions, separations, temporary duties and deployments.
5. I've conducted *employee evaluations* for *strengths and weakness* and performed cross-training exercises for competency and efficiency.
6. I've *conducted evaluation and assessment interviews* to obtain knowledge, skills, and abilities of veterans (资深员工) seeking employment.
7. I would like to *inquire about the position of recruitment professional* that you advertised in Xinmin Evening News on December 12.
8. I feel that I have sufficient education and experience in my background to *fulfill the qualifications for your position*.
9. I hope that you will *schedule me for an interview at your earliest convenience*.
10. *Enclosed herewith are* three copies of my degree and a copy of my resume for your reference.
11. I feel that a personal meeting would give us the opportunity to *discuss your short-and long-term objectives* and my ability to direct your organization towards *successfully achieving those goals*.
12. There are *different views concerning this topic*. Some people like to CHOOSE A, some prefer to CHOOSE B. *Personally, I prefer B. I think B has more advantages*.
13. *Taking into account of all these factors*, we may reach the conclusion that.....
14. *Given the factors I have just outlined*, I can only say that .....
15. If you'll *take a look at this chart*, the best media mix, then, would be a *combination of TV and magazine advertisements*.

## Expanded Vocabulary

e-recruitment *n.* 电子招聘, 在线招聘

in-house recruitment 内部招聘

conflict resolution 解决纷争

on-the job training 在职培训

strengths *n.* 强项