



高职高专职场英语系列教材

职场导向英语

Workplace Oriented

English

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教材编写说明

《职场导向英语》是高职外语教学改革的一项新成果,它是在多年教学实践中通过不断地修改与完善,注重语言课的实践性,同时针对高职学生对将来职场基本知识的认知需求而编写的。之所以称之为“导向”,旨在让学生在高职学习期间通过英语课程的学习来引导学生掌握将来职场中所需要的基本能力。编写本教材的主要目的是,在提高英语语言的基础上传授学生职场基本知识,同时培养学生沟通能力、团队精神、安全意识、有效工作等职场中所提倡的新职业能力。依据这一理念,该教材在编写中以语言学习为平台,把培养学生实践、操练的“能力”融汇于每个学习环节当中。

该教材的突出特点是以学练为主,每个单元都以听、说、读、写的“任务”形式呈现。学生可以通过完成“任务”习得语言与练就能力。

实用是本教材又一个特点。书中选取的素材来自真实工作场景或实际工作的案例,这些真实的语料和案例不但能扩大学生的词汇量和学习地道语句,还能从真实的案例中学到在工作场景中需要面对的多种问题的应对能力。

本教材着力于培养学生用英语进行工作的能力,融“教、学、做”为一体,改变了传统的语言学习方法,是一本普适性较强的高职英语教材。本教材形式多样,一个单元的话题会涉及到很多相关知识,这些“知识”以不同的形式体现,避免形式单一。本教材的选材严谨,从知识内容、语法、单词上考虑高校学生的语言知识的提升和词汇量的扩大,避免了重复性词汇的出现,突显了高职学生英语学习的特色。

本教材也是浙江省教育厅科研项目《英语教学视阈的职场文化内容建构与导入研究》(项目编号:Y201018540,主持人:李全福)的研究成果之一。在英语教学中构建、导入职场文化内容可对高职学生融入职场,学会做人做事,引起价值观转变起到潜移默化、滴水穿石的作用。在新职业素质培养上有利于学生在职场上的后续发展。其良好的导向功能、熏陶功能、规范功能、教化功能可培养学生的职业意识、职业精神和职业能力,是知识转化为职业能力的动力。

前 言

《职场导向英语》是一本基于现代外语教学理念编写的新职业能力英语教材。

本书以一个即将毕业的大学生 Feng Lin 为人物线索,贯穿教材的八个单元,以 Feng Lin 本人从毕业到职场再到适应职场工作为内容,情景十分贴近实际,使学生感到 Feng Lin 就是自己,学习时有认同感,兴趣也更加浓厚。

《职场导向英语》各单元设置的情景主题贴近实际,适合开展互动,情景展示。设置的任务有个人的,也有小组的。学生可以在小组学习中认识到团队合作和与人沟通的重要性。

此外,本教材还通过学习书写公司简介、求职信、会议议程、安全报告、产品介绍、工作日记等写作练习拓宽英语知识、提高写作能力、学习职场基本技能。

与其他英语教材相比,本教材重点体现在“学”上。每个单元的各个部分多以“任务”的形式让学生完成,而“任务”是需要学生在学习的基础上,通过思考或小组讨论完成的。因此,建议本教材的教师要考虑合适的教学方法。

我们提倡学生自主学习,让学生养成主动性和创造性,同时又提倡充分发挥教师的主导作用。在缺少外语语境而且学时较少的情况下,组织好课堂教学是关键。为此,在本教材的每一个章节中设计了很多“任务”,教师可以通过这些“任务”来检验和评估学生的知识掌握情况。

本教材附有单元的配套练习,可以作为课内或课外的作业完成。

辅助内容

本教材附有听力光盘、PPT 课件以及单元练习活页。

本教材由 Kathryn Collins, Shawntia Key, Steven Leo Little 录音

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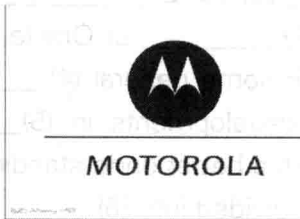
Unit One Company Knowing



When Feng Lin is hunting for a job, one important thing for her is to search for company profiles and company structures. This is the first step to take for a student who is going to graduate.

Please listen and read the following. Would you like to go with Feng Lin and learn more about company profiles and company structures?

Are you familiar with the following Company Logos?



In this unit you will learn about:

1. what a company profile includes;
2. what is a company structure and how it works;
3. how to make an introduction to a company;
4. how to write a company profile.

Learning outcomes

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



1. talk about company profiles,
2. know about company structures and their functions,
3. make an introduction to a company,
4. write a company profile.



Part One Ear Practice

Task One: Listen and fill in the blanks.

Distinguished guests, ladies and gentlemen,

Good morning. I am very honored to have the opportunity to (1) _____ such a distinguished (2) _____. My name is Feng Lin and I am in charge of the (3) _____ of Oracle China. What I'd like to do today is to provide you with some general (4) _____ about the Oracle Corporation and its latest developments in (5) _____. Hopefully, this introduction can help you gain a better understanding of our company.

My presentation will be divided into (6) _____ parts. Firstly, Oracle, and secondly, Oracle China. The presentation will last about (7) _____. If you have any questions, please feel free to ask at the end of my presentation.

Task Two: Listen and fill in the blanks with the phrases from the box.

once named, to appliance, to establish, vacuums, bootstraps, climbed from, busy making purchases, dishwashers, exports, more under more

Haier Group is China's ambassador _____ stores worldwide. _____ Qingdao Refrigerator Plant, the company _____ the verge of bankruptcy



itself as a world-renowned brand. China's largest appliance company manufactures refrigerators and freezers, air conditioners, _____, microwaves, televisions, _____, mobile phones, computers, and _____ than 90 product categories. Haier Group _____ its goods and sells them in more than 160 countries and regions in North America, Europe, the Middle East, Asia, and Africa. Since pulling itself up by its _____, Haier has been _____ and inking joint ventures to branch out into other markets.

Task Three: Listen and match the words with their definitions.

1) Company Overview	A. TCL was listed on the ASX in 1996 as a stapled security (comprising 1 share in the Company and 1 unit in the Trust). This issue of securities and convertible infrastructure bonds raised \$455M. In November 2001, TCL became a triple stapled security
2) Company History	B. CityLink has an effective monopoly over fast transport across the city of Melbourne. The toll road trust deed allows for toll increases of the greater of 4.5% or the CPI for the first 15 years. The fully electronic tolling system was a world first
3) Differentiating Factor	C. TCL's major customers for CityLink are the residential commuters in the suburbs of Melbourne plus small business and the major transport companies
4) Major Customers & Competitors	D. TCL also has significant interests in the WestLink M7 toll freeway in Sydney's west and in the M1, M4 and M5. More recently, TCL acquired the Pocahontas Parkway in Richmond, Virginia (USA)



Task Four: Listen and fill in the form according to the information you hear.

Parent company:	Mainstay Trading Co. in _____
Product:	_____
Exporting destination:	_____, the US, Japan and _____
Number of factories:	_____
Number of employees:	_____
Head office:	_____
Main branches:	in Montreal, _____ and _____.
Electronics subsidiary:	in _____.



Part Two Open Your Mouth

Task One: Please talk.

Can you talk about some companies you are familiar with under the following business headings?

- TV sets
- computers
- mobile phones
- motor vehicles
- banking
- sportswear
- catering
- supermarket

Task Two: Compose a story with the following words.

call, working for, company, myself, own, opportunity, freedom



Task Three: Role play.

Suppose you work in the public relations department. You are going to be interviewed by a reporter of a local newspaper. Be ready to give a profile of your company and answer his/her questions. Before you start, complete the fact sheet below about your company. You can get some information of the company from the website of an international or global company. Then make a dialogue with your partner and act it out.

FACT SHEET

Name of company: _____ Headquarters: _____
 Founded by: _____ Founded in: _____
 Number of branches: in your country _____ worldwide _____
 Sales: Worldwide _____ In your country _____
 This year (so far) _____
 Last year _____

Task Four: Presentation.

Read the company profile below and then choose Role A or B. Prepare a one-minute introduction to a presentation about yourself, the company and its plans.



Role A

Position: Technical Director, Mata Shoes

Duties: ----responsible for quality control of products

----works with the Design Department to create new products

Company profile: ----one of the biggest shoe manufacturers in Brazil

----manufactures shoes under the brand name "Deniela"

----sales in over 20 countries

Employees: 20,000

Turnover last year: US\$550 million

Plan: to enter new markets next year

Role B

Position: Sales Representative, Mei Cosmetics

Duties: ----visits stores and supermarkets selling beauty products

----helps to train new sales staff

Company profile: ----manufactures beauty and skin care products

----manufactures equipment for beauty salons

----owns several shops in Taiwan, China

Employees: 750 at its factory and 80 at its head office

Turnover last years: US\$120 million

Plans: to increase sales by 7% in the next 12 months



Part Three Reading (1)

Company Profile

A **company profile**, also called a *business introduction*, is a way to introduce your company. The company profile provides detailed and clear explanations about your company's activities, abilities and assets.



A&D Company Ltd. Profile



Company Name

A&D Company, Limited

Address

3-23-14, Higashi-Ikebukuro,
Toshima-ku, Tokyo 170-0013, Japan
TEL: [81] (3) 5391-6132
FAX: [81] (3) 5391-6148

President & CEO

Hikaru Furukawa

Establishment Time

May, 1977

Paid-In Capital

6.37 Billion yen (as of March 31, 2010)

Annual Sales

28.65 Billion yen (consolidated as of March, 2010)
17.76 Billion yen (unconsolidated as of March, 2010)

Number of Employees

665 (as of March 31, 2010)
3,036 (A&D group total)



Business Activities

Research and development, as well as manufacturing and distribution, of electronic measuring instruments, industrial scales, electronic balances, electronic medical instruments, testing machines and other applied electronic instruments.

Main Products

Systems for measurement, control and simulation, FFT analyzers, noise and vibration comparators, digital ultrasonic flaw detectors, digital ultrasonic thickness gages and material testing machines.

Analog-to-digital and digital-to-analog converters for semiconductor manufacturing equipment and electron guns.

Electronic balances, digital platform scales, weighing indicators, weighing controllers, various industrial weighing equipment, weighing and measuring data processing system load cells.

Digital blood pressure monitors for professional use, various medical scales for professional use, digital blood pressure monitors for household use, digital bath scales, ultrasonic nebulizers for household use.



Task One: Fill in the form after you reading the information above.

Items	
Company Name	
Address	
President & CEO	
Establishment Time	
Paid-in Capital	
Annual Sales	
Number of Employees	
Business Activities	
Main Products	

Reading (2)

Company Profile Form

Industry	Translation and Localization	
Type	Privately held	
Status	Operating	
Company Size	120 employees	
Founded	1998	
Median Age	27	
Median Tenure	0.5 less than a year	
Gender	Male	66%
	Female	34%
Website	http://www.keywordsintl.c...	



Task Two: Please tell the items of the profile .

Reading (3)

TAF Co., Ltd. Profile

TAF Co., Ltd. was founded in the year 1990 with the objective of providing better and efficient service to the markets in the African continent and Southeast Asia.

TAF is one of the leading manufacturers of skincare and haircare products. With its own manufacturing facilities in China and the USA, the company has developed a wide range of products to meet the demands of its international customers. TAF products are extremely popular in their current markets, and the company is now looking to further expand its customer base throughout the world.

Below is the company's organization chart, including all departments and their functions.



Board of Directors is the governing body of the company.

Chief Executive Officer (CEO) works closely with the Board to provide leadership for the company.

Administrative Department provides support and service for the Board and the CEO.