

International
Business
Communication

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职场商务英语沟通

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编写说明

我国自 2001 年加入世界贸易组织后,综合国力和国际地位显著提高,国际合作和交流越来越频繁,社会和用人单位对外语人才培养提出了新的要求,就业市场对既精通英语又熟谙现代商务知识和技能的商务英语人才的需求不断增大。这一形势促使高校传统英语教育向商务英语人才培养转型。自 2007 年高校第一个本科商务英语专业开设至今,全国已经有 200 多所高校成立商务英语专业。然而,合适教材的匮乏是商务英语专业发展面临的最大问题之一。虽然市面上商务英语教材琳琅满目,但都是专门为本一或高职高专层次编写的,前者理论深厚,后者则理论浅显仅“够用”,内容安排与实际工作环境脱节,真实性缺失严重,版面设计呆板,而符合应用型人才培养目标的教材几乎是空白。

本教材主要以商务活动中的商贸接待业务为主线,融语言和商务礼仪文化为一体,学习如何在机场接待外国客户、宴请客户、安排客户参观公司和工厂、介绍产品、洽谈贸易、招待客户观光购物等,采用仿真情景教学法,培养学生在商务活动中流利、准确地运用英语进行有效地外事接待和商贸洽谈。教材的编写始终坚持“应用为先、能力为本”的指导思想,提倡“学中做、做中学”的理念,符合《高等学校商务英语专业本科教学要求(试行)》的精神,即培养具有语言知识与技能、商务知识与技能、跨文化交际能力和人文素养的商务人才。

《职场商务英语沟通》(*International Business Communication*)教材是以《高等学校商务英语专业本科教学要求(试行)》为指导,由学院外语系一些具有丰富教学经验的双师型教师和与学院建立密切合作关系的企业部分业务骨干以及外籍专家共同组织编写。

与国内同类教材相比,本书具有英语语言知识、商务沟通、文化礼仪交流的三重性,其特点如下:

- 一、校企合作,应用性强:本书与实际业务紧密结合,通过企业业务骨干的实战经验指导,不仅让学习者基本掌握商务英语独特的语言现象和语用风格,而且从不同的侧面了解国际商务知识和国际礼仪文

化, 扩展知识面。

二、内容丰富, 体例新颖: 本书的每个单元主要内容包括单元学习目标、情景对话、语言和情景拓展、文化注释等; 根据商务英语的特点, 在编写时既遵循了传统的教材编写模式, 又借鉴了国内外先进的编写体制。

三、选材真实, 融合得体: 本书涵盖英语、商务、文化等三个专业领域的内容, 在编写过程中, 结合实际商务业务特点, 参考和引用近年来出版的有关教材和报纸、杂志及书籍, 既注重把握商务活动的涵盖面、商务知识的系统性, 又注重英语语言技能与商务知识的融合, 并力求反映真实的商务活动语境。

本教材由总主编杜昌忠教授指导编写和审校, 林丽华老师担任主编, 负责所有单元内容的选编、编排、文字处理和版面设计工作; 美籍专家 Louis Roemer 博士和福建省家具进出口公司进出口部经理陈澍鸣先生为本书做了全面的英文审校工作; 常微老师和魏懿颖老师分别参与了部分章节的选辑。由于时间仓促, 本教材还有待进一步建设和完善。

另外, 文中有视频录音部分的教学材料, 感兴趣的老师可直接咨询复旦大学出版社编辑免费索取, 联系方式 zhulizhi01@163.com。

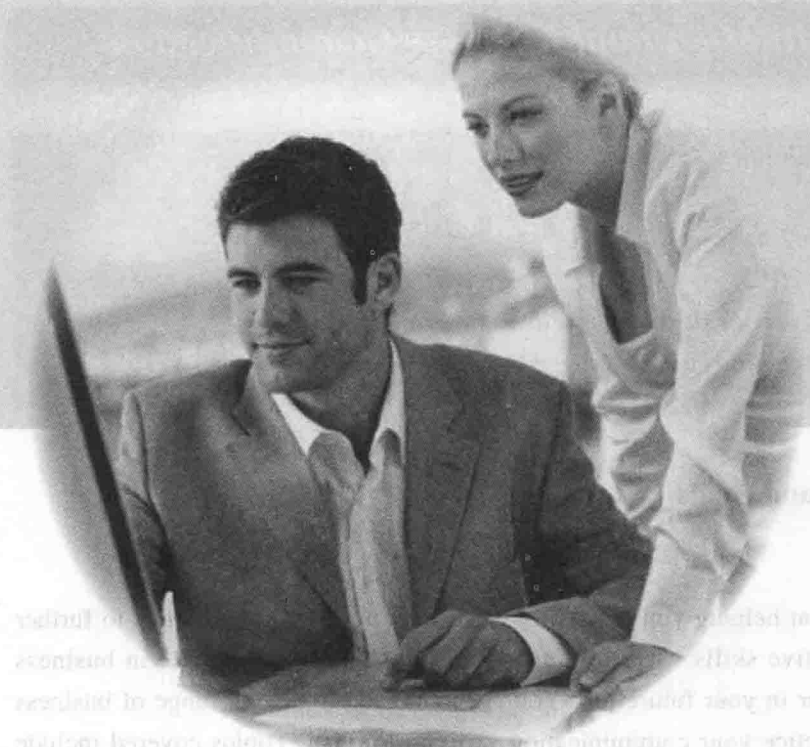
福州大学阳光学院外语系《商务英语》精品课题编写组

2014年元月于福州

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Course Orientation

Learning Objectives

1. Course description and goals
2. Course requirements
3. Grading policy
4. The importance of business communication

Syllabus of *International Business Communication*

Course: International Business Communication

Total Hours: 40

Target learners: Batch 9

Revised date: January 2012

*Prerequisite: Introduction to Business English and
International Business Management*



I. Course Description and Goals

Course description

This course is aimed at helping you reach an intermediate level of oral English to further develop your communicative skills when talking with English-speaking people in business settings you may encounter in your future job. You are immersed in a wide range of business settings in which you practice your communication skills in English. Topics covered include meeting people, using the phone for different business purposes, receiving and entertaining guests, presenting and describing the company and products, negotiating or dealing with problems and a host of other work-related situations such as English in the fair and job interview.

Goals of the course

By the end of this course, you are able to

- 1) Greet people and engage in small talk to establish good relationships with your customers;
- 2) Demonstrate effective telephoning skills to make invitations or appointments and some other purposes;
- 3) Present and describe the company and products;
- 4) Entertain guests in the banquet, in the company and factory tour, in the city tour and in the fair with proper etiquette;
- 5) Go through the process of negotiating and deal with business successfully;
- 6) Obtain skills of job interview;
- 7) Use proper language with verbal and non-verbal skills to develop essential business communication skills in different business settings;
- 8) Build up confidence in using English and improve your fluency through role-play activities.

II. Hours Allocation

The total hours for this course this semester is 40 periods of 45 minutes each, which are allocated as follows:

Units	Contents	Periods
	Course Orientation	2
Unit 1	Business Travel	4
Unit 2	Meeting Guests at the Airport	4
Unit 3	At the Hotel	2
Unit 4	Talking on the Phone	6
Unit 5	At the Banquet	4
Unit 6	A Company and Factory Tour	6
Unit 7	Business Negotiation	4
Unit 8	Sightseeing and Shopping	4
Unit 9	In the Trade Fair	4
Total		40

III. Guidelines of Each Unit

Course Orientation

1. Introduction to the course
 - a. Course description and goals
 - b. Course requirements
 - c. Grading policy
2. Importance of business communication

Key points: To be clear about the requirements of this course

To understand the importance of business communication

Unit 1 Business Travel

1. Make business trip arrangement
2. Reserve airplane tickets
3. Check in, clear customs and security checks at the airport

Key points: To understand procedures at the airport

Unit 2 Meeting Guests at the Airport

1. Greet people and introduce people
2. Engage in small talk on the way

Key points: Etiquette in greeting and introducing people

Have good communication face to face

Unit 3 At the Hotel

1. Hotel bookings
2. Check in and check out at the hotel
3. Inquire about hotel service

Key points: How to book a room, check in and check out at the hotel

Unit 4 Talking on the Phone

1. Useful phrases in making a telephone call
2. Make calls in English in different situations
3. Understand and take telephone messages
4. Rules in using a telephone
5. Make an effective appointment or invitation
6. Accept and refuse invitation

Key points: Language used on a telephone

Etiquette in telephoning

Accept and refuse the invitation

Unit 5 At the Banquet

1. Get to know some local special foods
2. Order food in the menu
3. Talk about eating customs/how some featured foods are made/describe the food
4. Give speeches at the banquet

Key points: Table manners; food description; speeches at the banquet

Unit 6 A Company and Factory Tour

1. Greet and entertain customers
2. Introduce your company
3. Show around your factory
4. Present your products

Key points: Important information in introducing a company or a factory

Unit 7 Business Negotiation

1. Chair a negotiation meeting
2. Ask for someone's opinion
3. Give an opinion
4. Recommend action
5. Agree and disagree with an opinion
6. Make suggestions

Key points: How to chair and deal with a successful business negotiation

Unit 8 Sightseeing and Shopping

1. Make an agenda for a trip
2. Talk about typical food, products and cultural customs in the local place
3. Talk about scenic spots around the city
4. Talk about shopping

Key points: Appropriate phrases and language used to introduce the features of a place

Unit 9 At the Trade Fair

1. Booth etiquette
2. Receive customers
3. Introduce your company and products
4. Talk about price

Key points: Strategies and skills used at trade fairs

IV. Course Requirements

- 1) Around 15 minutes' oral reading individually and at least 15 minutes' oral practice in pairs **must** be guaranteed every day.

● Speaking log

The more you practice, the better you can perform the language properly. Therefore, your regular speaking practice is strongly advised throughout the course. You are free to select various topics through the different media for the completion of your everyday oral reading and speaking practice with your partner.

All your practice should be recorded for final assessment.

- 2) Be active and fully involved in the participation of class discussion and performance.

● Participation

A classroom should have a relaxed and enjoyable but focused atmosphere; however, this cannot be achieved unless everyone in the class is committed to certain standards of behavior and

engagement, while out-of-class participation is believed to be the best activity for your personal development. So you will receive participation evaluation at the end of the term. It will be based on your daily presence and focus in class, your engagement in class discussions and the process of learning out of class.

3) No Chinese is allowed in class unless some difficulty in understanding is encountered.

4) Be punctual and present.

● Attendance

Your attendance will be used as a ground for computing your grades. The instructor reserves the right to lower your grade after **two unexcused absences** have been accumulated, and to give you a failing grade for the course after **three unexcused absences** have been accumulated. Attendance will be taken at the start of each class. Therefore, if you are late to class, you are responsible for making sure, after class, that your presence is marked.

5) Participate in out-of-class English activities such as English corner, English movie and other extra-curricular English activities.

6) Keep a learning log and write a final learning reflection.

● Reflections

Reflective learning serves as a personal tutoring to evaluate one's learning outcomes and to help you become more independent, purposeful and self-motivated learners. Therefore, you will compose a two-to-three page reflection covering the whole-semester's learning experience towards this course to enable you to be more conscious of your strengths and weaknesses towards your whole process of learning.

7) Portfolio.

You are required to include all handouts from the class and in- and out-of-class assignments along with all drafts in your portfolio. Your portfolio should reflect an impressive accumulation of your learning and achievement of the course — it will be a direct representation of you.

Notes

You should be responsible for your learning, so your effort and practice should be recorded.

1) Find a stable learning partner for every day oral practice.

2) Your participation for any out-of-class activities will be recorded and evaluated finally.

V. Teaching Methods

Throughout the course, student-centered approach is highly recommended, so various interactive activities are employed such as pair work, group discussion or presentation and teamwork. Teaching procedures vary in each meeting to maintain your interest and motivation. Multi-media demonstration is a must for your better learning of effective communication on certain topic. Simulated practice (e.g. role-play) is employed all over.

VI. Grading Policy

1) Participation (30%)

Participation in this course is highly anticipated. You should:

- Be punctual and present in class (5%);
- Speak, perform and interact among peers as required in class (10%);
- Out-of-class oral reading, oral practice among peers every day, and be recorded (15%).

2) Final reflective learning report with portfolio (10%)

3) Assignments (15%)

You are advised to preview and review each unit, and explore more about the skills or strategies and etiquette all over the business communication activities. Also, you are encouraged to engage in the practice of composing dialogues for the different situations to foster that you have acquired.

4) Peer-evaluation (5%)

5) Final exam (40%) (about 20 minutes)

Part 1 Work in pairs to present a country in 5 minutes with required criteria (10%).

Part 2 Pair work with your permanent partner (making a dialogue in the given context within 3–5 minutes) (10%).

Part 3 Examined by your instructor (20%).

- ◆ Give a presentation on certain topic with any visual aids (3–5 minutes) (10%).
- ◆ Discuss on a certain topic (from what we have discussed this semester) to give suggestion, opinion or facts (3–5 minutes) (10%).

Syllabus Changes

It is possible that aspects of the syllabus may be changed due to necessary or extenuating circumstances. All students will be notified of any changes in class. Changes will also be made explicit in advance. Due to the nature of a speaking course that stresses the importance of much practice on one's own, the course calendar of activities will most likely be modified in accordance with the students' progress.

Reading Lists



Reading

Major Coursebooks

福州大学阳光学院外语系商务英语精品课题组编. 国际商务英语交际. 2012

Amanda Crandell Ju. 商务英语情景口语 100 主题. 北京: 外文出版社, 2007



Resource Books

- David Cotton, David Falvey, Simon Kent. *Market Leader* (1-4). Beijing: Higher Education Press, 2010
- Leo Jones. *New International Business English*. Cambridge: Cambridge University Press, 1996
- Peter Viney. *Survival English*. London: Macmillan Publishers, 2003
- 陈桃秀. 国际商务英语口语. 北京: 中国商务出版社, 2006 (2008 重印)
- 陈小慰. 新编剑桥商务英语口语必备手册—Pass BEC (中高级). 北京: 经济科学出版社, 2005
- 邓长慧. 外企职场英语. 北京: 中国国际广播出版社, 2004
- 方红. 商务英语口语. 北京: 高等教育出版社, 2008
- 高中山. 涉外商务中心. 上海: 上海交通大学出版社, 2005
- 姜荷梅. 商业英语. 北京: 高等教育出版社, 2009
- 蒋磊. 国际商务英语谈判与沟通. 北京: 高等教育出版社, 2008
- 教育部《文秘英语》教材编写组. 文秘英语. 北京: 高等教育出版社, 2002
- 马龙海. 新视野商务英语视听说 (上、下). 北京: 外语教学研究出版社, 2008
- 孙静. 实战商务英语口语 (1). 北京: 冶金工业出版社, 2009
- 唐桂民, 杨丽. 新编交际英语听说教程. 广州: 广东高等教育出版社, 2003
- 唐桂民, 郭桂杭. 商务英语听说 (上) (第二版). 北京: 高等教育出版社, 2010
- 王毅等. 秘书英语 (第二版). 北京: 高等教育出版社, 2009
- 徐小贞. 商务交际. 北京: 外语教学与研究出版社, 2008
- 徐小贞. 国际商务交际. 北京: 高等教育出版社, 2009
- 徐小贞. 外事实务. 北京: 外语教学与研究出版社, 2009
- 杨东申. 中国商务文化. 北京: 北京语言大学出版社, 2003
- 杨亚军. 文秘英语. 北京: 外语教学与研究出版社, 2010
- 袁菊花编著. 会展英语简易教程. 广州: 世界图书出版社, 2007
- 张东昌. 实用商务英语教程. 北京: 高等教育出版社, 2009
- 张继承. 实战旅游外事英语. 上海: 世界图书出版社, 2001
- 张丽华. 世纪商务英语——口语教程 IV. 大连: 大连理工大学出版社, 2005
- 张丽华. 世纪商务英语——口语教程 III. 大连: 大连理工大学出版社, 2004 (2005 重印)



Useful Websites for Speaking

<http://btna.com>

It is a negotiation resource centre with a quick reference guide to negotiations and strategies for difficult negotiations.

<http://www.esl-lab.com/index.htm>

For students who need listening, esl-lab offers a large resource of new listenings plus questions to test comprehension.

<http://www.eslfast.com/robot/topics/employment/employment.htm>

Conversations on many topics, from finding a job, at work, to collecting unemployment benefits.

<http://www.talkenglish.com/Speaking/listBusiness.aspx>

Each lesson contains multiple sentences that you can click on to learn how to say that sentence.

http://www.eslgold.com/business/useful_expressions.html

Useful expressions used at work.

http://www.china232.com/business_english/

Learn business English for free with listening business English podcasts.

<http://eleaston.com/biz/home.html>

A large collection of English reading materials and quizzes under different topics.

<http://147.8.224.21/tops/>

TOPS Web (The Oral Presentation Skills Web)

A video-based website that uses clips of HKU students' presentations to teach you how to prepare and present a variety of topics.

<http://147.8.224.21/epc/presentation/>

English for Professional Communication — Oral Presentation

This website explains some of the basics of effective oral presentation. It also covers use of notes, visual aids and computer presentation software.

http://wiki.vec.hku.hk/index.php/Speaking#Using_course_materials_to_improve_your_speaking_skills

This website offers lots of speaking resources.

<http://www.bbc.co.uk/worldservice/learningenglish/grammar/pron/>

BBC Learning English Pronunciation (Video)



Recommended Websites for Business Reading

<http://www.bized.co.uk/>

A website for students and educators in business studies, economics, accounting, leisure, sport & recreation and travel & tourism.

<http://www.smallbusiness.wa.gov.au/>

A website sponsored by the government of the Western Australia offers rich information about doing small business.

<http://www.careers-in-business.com/>

Careers-in-Business.com brings you the latest scoop on various business career areas

including jobs, salaries, what people are saying and entry requirements.

<http://www.glencoe.com/sec/busadmin/introbus/student/sh.html>

Business articles from *Business Weekly*.

<http://www.guardian.co.uk/>

The British newspaper, *The Guardian* has a site called Guardian Unlimited. There is a daily business section and a weekly section called “Office hours”.

<http://www.youmars.com/>

马思教育——剑桥商务英语

<http://www.beclearn.cn/>

剑桥商务英语学习网,致力于打造中国最大的BEC学习网站

<http://www.businessweek.com/>

商业周刊

<http://www.businessenglishpod.com/>

<http://www.mycareerplan.net/career/>

A very good website to help you plan your career step by step.

<http://asia.wsj.com/home-page>

This is a website for the *Wall Street Journal of Asia*, which is concerned much about the Asian business.

<http://www.economist.com/countries/China/index.cfm>

The Economist provides various aspects of updated global economic issues, and this page gives you an overview of Chinese news.

<http://www.bbc.co.uk/worldservice/learningenglish/>

BBC Learning English offers very comprehensive materials for intermediate to ESL learners from the BBC World Service.

<http://www.buzzle.com>

With categories covering everything from business careers to tourism, Buzzle.com is your complete source for news, articles and information.



Additional Websites Recommended

<http://careerplanning.about.com/>

<http://www.businessdictionary.com/>

Over 20,000 Terms, Clear, Concise, Comprehensive.

<http://www.international-business-center.com/>

A not-for-profit organization supporting global business.

<http://www.internationalist.com/business/>

<http://www.worldwidelearn.com/>

The world's premier online directory of education.