

校企合作系列丛书



应用英语专业

A Practical Guide to Business Writing

商务英语写作

主编 · 杨晓霞



WUHAN UNIVERSITY PRESS

武汉大学出版社

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本书合作企业



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前 言

随着经济的快速发展,企业之间以及个人与企业之间的商务交往愈加频繁,商务活动的内容也日趋丰富,作为商务思想载体的各类商务信函、报告等也随之增多。商务英语写作技能已经成为当代职场人员必备的技能。

传统的商务英语写作主要是外贸写作,但是今天的商务写作概念的外延不断扩大,从个人的求职简历到职场人员的商务提案都是现代商务写作的内容。此外,大多数的商务写作教材主要是商务背景知识介绍、写作模板介绍、商务写作练习等,并没有针对高职高专学生的学习特点来设计商务写作流程和写作模式,让他们在有限的时间内迅速掌握写作要领,达到完成商务交际的目的。

基于以上分析和调研,以及职业教育“工学结合”和“教、学、做一体化”的基本要求,编者与企业针对高职高专学生实际需求而编写了本书。本书的编写理念是在对用人单位、毕业生、在校生的教师教学等进行调查的基础上,采取“能力倒推”的方法,即先根据调查统计结果筛选毕业生实际工作岗位所涉及的岗位英语技能点,再根据目标工作岗位的特征,将这些技能点按照语言教学的客观规律进行科学的编排和语言精加工,整合成具有共性特征的技能模块,从而形成本书的主要架构。

本书的总体设计如下:

(1)项目任务按照毕业生的职业发展进程设计,从毕业生求职应聘到成为商务助理进行公司内部商务沟通、对外商务联络、公司对外宣传,撰写商务报告和建议等,使写作任务成为一个完整的工作流程,具有很强的岗位适应性。

(2)每个任务的设计分为头脑风暴、案例分析、任务分解练习、实例拓展、语言提高、修改和完善六大环节,让学生在写作实践中不断积累商务知识、语言知识,最终提高商务英语写作技能。

(3)所有的项目任务基本涵盖了商务环境下英语写作的范畴。

(4)具有较强的针对性和实用性。学生通过完成本书设计的各项任务,可以掌握职场生存和发展所必需的英语写作技能。

本书由上海行健职业学院与睿信致成管理顾问有限公司共同开发。由上海行健职业学院商务外语系杨晓霞老师担任主编,并负责全书的编写和统稿工作。中国人民解放军第二军医大学贾凌玉老师担任副主编,并负责全书的审稿和部分修订工作。



本书在编写过程中也得到了在外企工作多年的马艳华、刘溢等好友的帮助,他们为本书的编写提供了各种建设性的建议和商务写作素材,在此深表感谢。

本书篇幅适中,理论与实践兼备,简明实用,适用于商务写作等课程,也可以作为商务工作人员的自学参考书。

本书在编写过程中参考了国内外许多优秀的教材和网络资源,在此向这些书籍和素材的作者表示衷心的感谢。由于本书是高职高专商务英语写作教材编写的一次大胆尝试和创新,以及编者时间、经历、水平有限,书中缺点和不足之处在所难免,敬请广大读者不吝赐教,提出宝贵的意见和建议。

编 者

2014 年 10 月

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Project 1 Job Application

求职应聘

After working hard in college for 3 years, you are going out to find a job. Remember that making an amazing cover letter and an impressive resume is the first step to secure an ideal job for you. In this project, you are going to write to the HR of the company you might apply for in the future a cover letter and a resume specifically designed for the position you are interested in.

Learning Objectives

By the end of this project you should be able to:

- (1) Know the format and elements of a cover letter and a resume.
- (2) Write a cover letter and a resume appropriately and effectively.
- (3) Acquire the business knowledge related to job application.



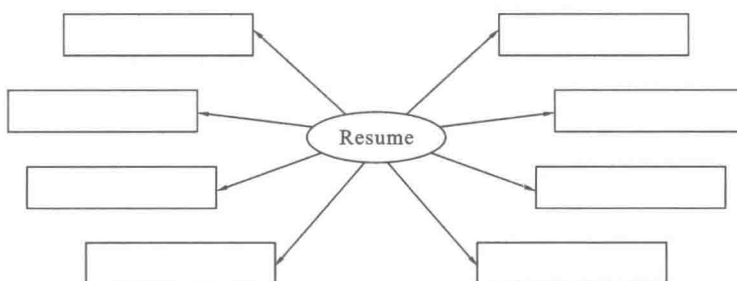
Task 1 Resume

A resume is an advertisement of who you are in terms of your competencies, accomplishments, and future capabilities. The purpose of a resume is to motivate an employer to interview you. It should work in unison with a cover letter to emphasize your strengths and document your skills.

Resumes can be submitted for most positions in fields like business and public services. An impressive resume should be clean, concise, organized, and professional. Key information should stand out to facilitate quick scanning. In most cases, a good resume should also be limited to one page or at least no more than one page for every ten years of experience.

I . Brainstorming

Directions: Discuss with your group members and try to work out the major elements of a resume and then fill in the following structure map. If necessary, you can add more branches to the structure map.



Summary

A complete resume consists of many elements. Here is a list of the ROUTINE CATEGORIES that should be put in a resume, OPTIONAL CATEGORIES that may or may not be added to a resume depending on what value they can add to your resume and CATEGORIES TO AVOID.

ROUTINE CATEGORIES

Identification: Begin your resume with your name, address, telephone number and E-mail address. Most students include a college address and a permanent address. Area codes and zip codes should also be included. Make sure you include a telephone number where you can be reached. If you are listing a cell phone number, you should indicate it like cell # 323-2192-5423.

Objective: Tailor your resume objective to match the job you are applying for.

Education: As your education may be your biggest accomplishment thus far, it should be placed at the top. You may also include scholarships, honors, or awards related to your education.

Experiences: You can include any of the work that you have done, including full-time, part-time, paid, volunteer, on-campus, off-campus, summer jobs, internship, college projects, independent research, or anything else that may have required time, efforts, or skills.

- (1) Consider the transferable skills. They may indirectly relate to the job you presently seek through the skills you used or the content of the work you performed.
- (2) Not all of your experiences need to be included in your resume. List experiences that are relevant to your goal but make sure not to have unexplained gaps in time between positions.

Accomplishments: An accomplishment is anything you enjoyed doing, did well, gained satisfaction from, and are proud of.

Skills, Activities, Interests: These sections can highlight particular skills, show a breadth of interests, show your personal characteristics, act as an icebreaker in an interview, and provide common ground between you and the interviewer. These sections will be different for every person, depending on background.

- (1) **Skills:** Special skills such as knowledge of languages, computers, public speaking, artistic ability, and any “extras” that may enhance your qualifications for a position.
- (2) **Activities:** Usually groups with which you may be involved, leadership roles, and volunteer positions, either in or out of college.
- (3) **Interests:** Usually individual longer-term interests such as music, horseback riding, chess, train travel, reading 18th century novels.

OPTIONAL CATEGORIES

Professional Affiliations: If you belong to professional organizations (either as a student or a regular member) or hold professional certificates or licenses, a section on professional affiliations may be useful. You can include membership, offices held, and work done for the organization.

Publications: If you have published any articles or books, particularly if they relate to the work you are seeking, include a section on publications. Use a standard citation format. Pending publications may also be included. This is a category that is appropriate in a CV (Curriculum Vitae).



Reference: Type your references on a separate sheet of paper with your resume header (name and contact information) at the top. You will present the reference when asked but you need not note this on the resume.

CATEGORIES TO AVOID

Location Preferences and Availability Dates: These issues are best addressed during the interviewing process. If an employer requests this information as part of an application packet, you should discuss these issues in your cover letter (not in your resume).

Salary Requirements: Discussing salary in a job application is unwise. One way to address salary requirements is to add a line to your cover letter such as “ My salary requirements are negotiable. ”

II . Case Study

Your resume is a presentation of your qualifications, your background, and your experiences to convince a prospective employer to grant you an interview. Therefore, it must look professional and exemplify your traits you want your employer to believe you have.

Directions: Please work in groups, read Claire Thomas’ s resume and figure out the key elements that make his resume a good one.

WEBSITE DEVELOPER
DESIGNER
GRAPHIC ARTIST

Claire Thomas

32 Old Well Road, St. Louis, MO
213-824-3412
cclothil@swarthmore.edu
www.plat.com/users/cclothil/resume.html

Career Objective

Full-time position as a layout artist in a commercial publishing house using my knowledge of state-of-the-art design technology.

Education

Swarthmore College, 2011-2014, A. S. degree to be awarded in 2014

Dean's List in 2012; GPA 3.46

Major: Commercial Graphic Illustration, with specialty in design layout

Related courses included:

- Digital Photography
- Graphics Programs: Illustrator, Photoshop
- Desktop Publishing: QuarkXPress, WordPerfect Suite 8

Internship, 2013-2014, McAdam Publishers

Major projects included:

- Assisting layout editors with page composition and importing images
- Writing detailed reports on digital photography, designs, and artwork

Experiences

Salesperson (part-time), 2012-2013, Buchman's Department Store

Duties included assisting customers in sporting goods and appliance departments and coordinating sport shop by displaying merchandise.

Computer Skills

Quark Xpress Passport, WordPerfect X3.

Related Activities

Volunteer; designed website and three-fold brochure for the Santa Rosa Humane Society's 2013 fund drive; helped raise \$4,700.

References

References, college transcripts, and a portfolio of web pages and photographs available upon request.



Summary

The main considerations in developing a resume are content, order, and layout.

Content: Assess your interests, skills, competencies, and experiences in light of the career field you seek to enter. In doing this, you will make decisions as to what to include and what not to include.

Order: It's important to prioritize the content of your resume so that your most important and relevant experience is listed first, with key accomplishments listed at the top of each position. For example, if you have had little business experience but are thoroughly trained, list education first. On the other hand, if your college education is in an unrelated field but you have had relevant part-time jobs, list work experience first.

Layout: Make sure your resume is well laid out, understandable, clear, organized, and above all, inviting to read. Employers look over resumes quickly, therefore, you need to maximize its clarity, focus, and impact so that your qualifications can jump off the page.

(1) Use a 10-12 point font in a style like Arial, Garamond, Helvetica, or Times New Roman.

(2) Margins—Try to leave a margin of 1 inch on all sides of the document.

III. Mini-tasks

1. Personal Identification

It's important to include all your contact information on your resume, so employers can easily get in touch with you. Include your full name, street address, city, and zip code, phone number, and E-mail address.

Examples:

Jane M. Doe

1100 N. Morgan Street

Rushville, Indiana

152- 4532- 6789

jdoe@ school. edu

Eric Zhang

Room 306, No. 23, Lane 108,

Xikang Road, Shanghai, 200040

180-1435- 6090

eric_zhang@ 126. com

Your writing:

Tips

To make your name stand out in the resume, you can present it in bold and in a font larger than the rest of your contact information.

The standard way of putting Chinese name “李阳” into English is “Li Yang” or “Yang Li”. But to avoid misunderstanding, you can use the version “Yang Li (李阳)”.

Leave a space or put a horizontal line between the end of your contact section and the next section of your resume.

2. Identify Your Career Objective

Think about the job or field in which you want to work by answering the following questions, and then generalize your idea into a single sentence to state your career objective (You can refer to Appendix 1 Job Titles).

- (1) What can be the content of the job?
- (2) What qualifications are necessary to succeed in this field?
- (3) What can I contribute to this field?
- (4) What skills have I demonstrated related to this field?

Examples:

- (1) To pursue a career in management utilizing skills especially in finance and accounting services.
- (2) To obtain an entry-level position in a foreign trade company.

Your writing:



Tips

Stating an objective can convince employers that you know what you want to do and are familiar with the field. While stating your objective on your resume is optional, having an objective for your resume is not—you need to be clear about your employment goals.

If you include an objective on your resume, it's important to tailor your resume objective to match the job you are applying for. The more specific you are, the better chance you have of being considered for the job you are interested in.

3. List Your Education

Brainstorm the education you have been enjoying all these years and then try to answer the questions below:

- (1) What's the highest level of education you have achieved?
- (2) What institutions have you attended?
- (3) What honors and awards have you gained?
- (4) Include all other education you have received—technical or career training, on-the-job workshops, seminars, etc.

Example 1:

Fu Jen Catholic University

Bachelor of Arts in English, expected June, 2014

GPA:3.9

Major Related Courses: (don't list the general ones)

Example 2:

Bachelor of Science in Communications Media/Public Relations, May 2014

University of California, Berkeley, California

Grade Point Average:3.7/4.00

Your writing:

Tips

If applicable, include an Honors and Awards subheading.

As a rule, don't include your GPA unless it is 3.5 or higher.

If applicable, include an Activities or Leadership subheading.

If you studied abroad, list name of school, location, year, and subject studied.

4. State Your Experiences and Accomplishments

If you're not sure what to include, do some brainstorming about all of your past experiences, including work-related positions, any volunteering you may have done, extracurricular activities, internship, and any awards or special recognition you may have received. Demonstrate your experience and accomplishments related to the position through your work experiences using the P-A-R approach:

- (1) State the PROBLEM.
- (2) Explain your ACTION.
- (3) State the RESULT.

Example:

AMERICA READS PROJECT Fall 1999 Hopedale, NY

Tutor

- *Assisted* children ages 6-7 with the fundamentals of reading
- *Aided* with capitalization, punctuation and printing
- *Read* stories aloud, entreating children to address content
- *Helped* with other activities, from math assignments to art projects
- *Eased* frustration by providing support and encouragement

Your writing:

(1)

Position or title: _____

Company's name & location: _____

Dates of employment: _____

Your responsibilities: _____