

实用商贸英语

项目化教程



主 编 崔红梅 马亚丽 刘秀娥
副主编 金 明



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内容提要

本书是针对高职高专商贸类专业学生所编写的英语教材,根据高职院校的商务英语教学要求和商贸类工作岗位要求编写,秉持实用性、针对性以及科学性的原则,为学习者提供了丰富、真实、生动的英语素材,涵盖了商务领域的典型工作场景,有利于学习者提高商贸英语知识技能,培养跨文化交流意识,胜任商贸类工作。

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前言



《实用商贸英语项目化教程》是针对高职高专商贸类专业学生所编写的英语教材。本教材根据高职院校的商务英语教学要求和商贸类工作岗位要求编写,秉持实用性、针对性以及科学性的原则,为学习者提供了丰富、真实、生动的英语素材,涵盖了商务领域的典型工作场景,有利于提高学习者商贸英语知识技能,培养跨文化交流意识,胜任商贸类工作。

《实用商贸英语项目化教程》主要由12个项目组成,内容围绕重要商务活动展开。教材内容涵盖范围广,包括工作面试、办公室工作、商务旅行、询盘报盘等商贸活动,附录中涵盖了商贸活动所遇到的大多数单证样本,方便老师教学与学习者自学和查阅。

项目各模块紧扣主题展开,注重学生对语言、文化以及写作的了解和掌握。对话、阅读、角色扮演、写作、文化简介及习题能从各方面锻炼学习者的英语能力,检测学生的学习效果。语言材料选材于真实的工作场景,贴近实际操作,可帮助学习者无缝对接商贸英语的学习和工作,自信地应对商贸工作。

本教材起点低,难度梯度小,其循序渐进的内容编排和全面深入的讲解非常方便学习者学习英语商务知识和技能。

本书具有以下特点:

(1) 内容精简、适用性强。目前,我国高等职业教育的人才培养目标是以就业为导向,以能力为本位,培养直接从事生产、建设、管理、服务第一线的高级技术应用型专门人才。本教材基于对商务领域的调查和分析,经过精心取舍后作出编排,所选内容精简;同时又能向高职高专学生提供以后从事商务领域工作所必备的专业知识和职业技能,符合目前我国高等职业教育“实用为主,够用为度”的教育理念。

(2) 教材从切实培养学生语言实践能力考虑,突出交际性教学原则。教材设计了完整的语言情景,给学生提供了直接的交际素材。每课围绕一定的话题将语言材料呈现出来,供学生在用中学、学中用。为形成应用英语的初步交际能力打基础。

(3) 丰富的练习,便于教师测试和学生自测学习效果。练习是全面完成英语教学任务所必不可少的重要手段,它将直接影响英语教学的成效。练习可以及时反馈学生掌握知识、形成技能等各种信息从而更好地调整教学活动。反馈性的练习,可以使知识及时地得到强化,错误得到纠正,及时调控教学进程,提高课堂利用率,保证教学质量。

(4) 知识和能力并重,跨文化意识的培养。由于交通工具的进步与通信手段的发展,使得不同国家、不同种族、不同民族的人能够频繁地接触和交往。因此,跨文化交际就显得尤为重要。培养商贸类学生的跨文化意识,让学生从不同的视角看待和处理因文化的异同面引起的世界观的不同与相同,才能在经济和文化全球化的今天,运用语言更好地交流沟通,让语言为社会服务。

书中存在的差错,恳请读者不吝赐教。

编写组
2014.3.21

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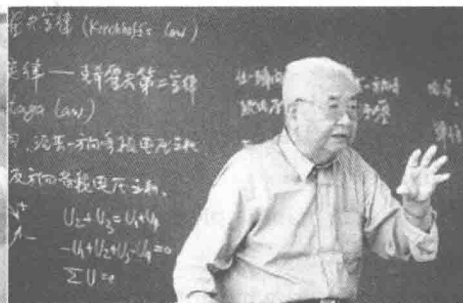
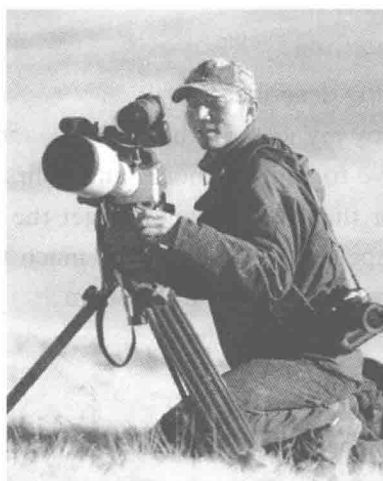
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Unit 1 Job Interview



I Warm-up

A. What are the people's jobs?



B. What do you want to do after your graduation? What is an ideal job (high pay, personal freedom, social status, getting promoted)? You can use the following words. Then match each phrase with its opposite. For example: *it's well-paid*—*it's badly paid*

- | | |
|--------------------------------------|---------------------------|
| a. it's well-paid | e. it's relaxing |
| b. you work indoors | f. you can go home early |
| c. you need very good qualifications | g. it's a very boring job |
| d. it's hard work | h. it's stressful |

- | | |
|------------------------|---|
| i. you work long hours | l. it's exciting work |
| j. it's easy and fun | m. you work outdoors |
| k. it's badly paid | n. you don't need to pass many exams to do this job |

C. Look at the jobs below and match them to the correct descriptions.

a manager | a mechanic | an architect | a journalist | a hairdresser | an accountant

1. She works in an office, and she tells people what to do.
2. He writes articles for a newspaper.
3. She designs buildings.
4. He repairs cars.
5. She helps people with their money.
6. She cuts people's hair.

Which job is being described?

I really enjoy my job. It's hard work, and I work very long hours, but it's lots of fun. Sometimes I have to wait for hours and hours before a famous pop star or film star comes out of a hotel or theatre. But when I get the right picture it's very exciting. I work for a national newspaper, but I don't spend much time in the office. I'm always running round the city with my best friend—my camera.

II *Situational Conversation*

A Job Interview

A: Interviewer B: Li Ming

A: Good morning, please make yourself comfortable.

B: Thank you, sir.

A: May I have your name, please?

B: My name is Li Ming.

A: Li Ming, when and what university did you graduate from?

B: I graduated from Beijing International Studies University in June, 2006.

A: What was your major?

B: My major was English.

A: Have you received any degrees?

B: Yes, I got my Bachelor's degree.

A: Do you have any working experience?

B: Yes. I used to do a part-time job as a translator in a foreign trade corporation. And I had an internship in the Water Cube in the 2008 Olympic Games.

A: All right, I see. Why do you want to work for an American company?

B: There are two reasons for me to do this. First, I'm sure that there will be more opportunities for advancement if I enter your enterprise. Secondly, your company has a good reputation and I like your working atmosphere. Last, frankly speaking, I wish to get higher pay.

A: I appreciate your frankness. What are your salary expectations?

B: I would accept the starting salary in your company for a translator of my qualification. But I hope raises given according to my ability.

A: The starting salary for translator in the company is 600 dollars a month and raises are given after eight months according to your merits.

B: Yes, I'm quite satisfied with them.

A: When can you begin to work?

B: In two weeks.

A: Ok. Please bring your college diploma and ID card with you when you come and report to the Personnel Department.

B: Yes, I will bring them with me when coming here. Thank you again and goodbye.

A. Please translate the following expressions into English.

- | | |
|----------|---------|
| 1. 毕业 | 6. 工作氛围 |
| 2. 专业 | 7. 期望薪资 |
| 3. 学位 | 8. 毕业证 |
| 4. 工作经验 | 9. 身份证 |
| 5. 良好的声誉 | 10. 人事部 |

B. Please translate the following sentences into English.

1. 请告诉我你的名字是什么?
2. 你从哪所学校毕业?
3. 你是什么专业?
4. 你的期望薪资是多少?
5. 你什么时候可以开始工作?

C. Role Play

Develop a job interview with your partner.

A: the job hunter, a law major, has no working experience. He wants to work in the law firm as an assistant lawyer.

B: the interviewer, is seeking the interviewee's personal information, education, attitude toward work and so on.

III Business Text

1. A Job Advertisement

Secretary of Administration and Operation

Apply Now	Registered User	New User
<p>About Company</p> <p>HITECH OVERSEAS LIMITED A company incorporated under the laws of Hong Kong, its registered office at central Hong Kong has recently established.</p> <p>Hitech Overseas is uniquely qualified as one of the largest import, export and distribution companies in the field of automotive spare parts. As general trading establishment, we also import in bulk sugar, rice and meat products importing from Europe and Fareast and selling in bulk in the local market and also exporting to other Middle East countries.</p> <p>Hitech Overseas is also dealing in the business of import and export of information, technology accessories and other oil field products.</p>		
<p>Job Description</p> <p>Responsibilities</p> <p>Tasks include but are not limited:</p> <p>To be responsible for greeting clients and visitors at reception desk</p> <p>Answer and transfer phone-calls to the switchboard</p> <p>Responsible for the daily management of financial accounts, budgets</p> <p>Office maintenance. Including: meeting room facilities, regular fixing, layout changing, etc.</p> <p>Requirements</p> <p>Bachelor's degree</p> <p>1 year above experience in administration or secretary</p> <p>Good command of PC skill in Excel, Word etc and also good in writing letters to banks and other clients</p> <p>Mature, hard-working, analytical perspective and willing to work under pressure</p> <p>Service oriented and strong team spirit</p> <p>Good command of oral and written English, Mandarin and Cantonese</p> <p>The successful candidate will be rewarded with a competitive compensation package, training and global career opportunities in a dynamic and growing international company. Interested candidates please send the full resume showing current and expected salaries to: hr@Hitech.com or contact Ms. Chen at 5486 4827.</p>		

All information provided by applicants will be used for recruitment purposes only and will be used strictly in accordance with the personal data policies.

From <http://jobs.monster.com.hk>

A. Please translate the following expressions into English.

1. 学士学位
2. 团队精神
3. 接待台
4. 日常维修
5. 财务账户

B. Read the brief introduction of the company and answer the following questions.

1. Where is Hitech Overseas' registered office located?
2. What kind of company is Hitech Overseas?
3. What does Hitech Overseas import?
4. Where does Hitech Overseas sell the products?
5. Does Hitech Overseas deal with import and export of information and technology?

C. Read the passage and tell whether the statements below are true or false or whether is not given in the passage. Correct the mistakes.

1. The candidate must have a master's degree.
2. Experience is necessary.
3. The candidate should have a good command of spoken English, Mandarin and Cantonese.
4. The candidate should be good at writing letters to banks and other clients.
5. The secretary should answer the phones, receive the visitors, maintain the facilities and deal with the daily financial accounts.

2. A Cover Letter

March 28, 2014

Dear Sir or Madam,

I am applying for the position of an English teacher mentioned in the *China Daily* (March 23). With my educational background and my five years' working experience in WWW Group, I believe my qualifications will meet your exact requirements.

As you can see from the enclosed resume, I graduated from Beijing International Studies University with a M. A. in English language and culture in 2009. I returned to the same school two years ago and will graduate with an M. B. A. in this coming July.

My education has prepared me in all aspects of English.

I have five years' working experience working in the sales department in WWW Group as an English translator. I have many opportunities to communicate with the foreign people and I learned a lot from the work. In addition, I am a hard worker and a team player.

Thanks for your consideration and I look forward to meeting you. Please contact me at (555) 456 - 7890 anytime.

Enclosed you will find my resume.

Yours faithfully,
Li Qiang

What can you say about the following?

1. *China Daily*
2. WWW Group
3. Beijing International Studies University
4. M. B. A
5. (555)456 - 7890

Note

The cover letter should include three parts:

1. To explain where the applicant has got the information about the vacancy. For example, he can learn it from his friends, or in the advertisement, or in some papers.
2. To present personal information. This part should be a description of the applicants' age, gender, education, working experience and specialty. It is in this section that the applicant presents his advantages or qualifications for the position. Details are encouraged, but the applicant should bear it in mind that exaggeration or false descriptions are not allowed in the letter.
3. To inquire the chance of an interview.

IV *Useful Sentence Patterns*

<p>• About Educational background</p> <p>Which university did you graduate from/attend?</p> <p>Which college are you attending?</p> <p>What's your major? /What are your major subjects?</p>	<p>I graduate from ...</p> <p>My major is ...</p>
---	---

(continued)

<p>● About Working Experience Do you have any experience as a ... Please tell me your work experience. Are you familiar with ...?</p>	<p>I have been working in the ... I used to work in the ... I have no experience in this field.</p>
<p>● About Reasons for Application: Why do you here for a job? Why do you plan to leave the present job? Why do you think yourself qualified for the job? What made you decide to change your job? My I ask why you left the company?</p>	<p>The job was not challenging enough. I think the salary is not equal to my work.</p>

V Words and Expressions

- incorporate /ɪn'kɔ:pəreɪt/ *v.* 合并;混合;组成公司
 register /'redʒɪstə/ *v.* 登记;注册
 in bulk 整批,散装;大批,大量
 transfer /træns'fɜ:/ *n.* 转让;转移;*v.* 转让;转学;换车
 maintenance /'meɪnt(ə)nəns/ *n.* 维护,维修;保持
 recruitment /rɪ'krutmənt/ *n.* 招聘
 in accordance with 依照;与……一致
 enclose /ɪn'kləʊz; en-/ *v.* 装入
 in addition 另外,此外
 cover letter (求职信、投稿信的)附函
 degree /dɪ'ɡri:/ *n.* 学位
 enterprise /'entəpraɪz/ *n.* 企业;事业
 reputation /repju'teɪʃ(ə)n/ *n.* 名声,名誉
 appreciate /ə'pri:ʃieɪt/ *v.* 欣赏;感激
 frankness /'fræŋknɪs/ *n.* 率直;坦白
 diploma /dɪ'pləʊmə/ *n.* 毕业证书,学位证书
 merit /'merɪt/ *n.* 优点,功绩

VI Business Writing

Resume 简历

简历常放在求职信后,一般以大纲或表格的形式呈现,概述应聘者工作、学习及生活经历等。其目的是为了让人单位迅速了解应聘者个人基本情况,对应聘者留有初步印象,决定是否面试。

1. 说明个人基本情况,如姓名、性别、籍贯、婚姻状况、身体状况和联系方式等;

2. 明确求职目标即所申请的工作职位;
3. 陈述教育背景,一般从最高学历开始,包括就读时间、学校、所学专业 and 取得的学位;
4. 简单介绍工作经历,一般采用从现在到过去的时间顺序描述从事过的工作,包括工作单位、地址、时间、职位、职责及成就等;
5. 介绍获奖情况、爱好、成就等;
6. 个人评价等。

Sample

RESUME

Name: Wang Li

Gender: Male

Date of Birth: June 1, 1986

Address: 178 Ganjiang Rd., Pingjiang District, Suzhou, Jiangsu

Email: wonsley@163.com

Mobile: 15962259 * * *

Career Objective:

An engineering position offering the opportunity to utilize my professional electric expertise, and advanced technical skills.

Working Experience:

Sept., 2006 – May, 2007 XXX Computer Store Salesman manager

Be responsible for making sales plan according to the computer market, selling and supplying computers and answer the customers' questions.

Oct., 2007 – May, 2008 WWW Factory HRM (Human Resources Management) advisor

Be responsible for assorting the personnel files and recruitment.

Educational Background:

2004 – 2008 Communication Engineering Soochow University

Fields of study include: satellite communications, wireless communication, radio engineering and so on.

English Proficiency:

College English Test-Band Six.

Computer Skills:

Microsoft office, Adobe Photoshop, Microsoft Visual C++, etc.

Hobbies:

Internet-surfing, tennis, travel.

Personal Profile:

As an energetic, fashion-minded person, I always have the interest to study new things and strong determination to succeed.

Assignment

Please write a resume according to the information given below. You should write no less than 100 words.

申请人 王刚 男

1986 年 3 月 24 日生于江苏昆山, 苏州大学管理系学生

2002 年 9 月—2005 年 7 月在昆山第一中学读书

2005 年 9 月至今在苏州大学就读, 获得大学英语六级证书

2004 年 9 月—2004 年 12 月 在南京纺织品进出口公司做兼职秘书, 欲寻外企秘书工作。

联系地址: 南京市中山路 50 号

电话: 025 - 8893 × × × ×

VII Knowledge Window

How to Dress for an Interview as a Man

You finally got the interview for your dream job, but what should you wear? Unless it's a job in the fashion industry, you won't get hired for dressing well. What's important is to seamlessly blend with your interviewer's expectations for your appearance, so they can focus on what you say and who you are.

Tips

(1) Be formal (no matter what the regular dress code is at the job). The only exception to this is if you are interviewing somewhere that they tell you specifically what to wear for your own safety (such as at a factory). For most interviews, a suit is the appropriate attire. A blue suit works the best and it gives you a lot of versatility in terms of shirt and tie choice. Light or dark grey are also good conservative choices. A three button suit will look good on almost anyone, while a 2 button will give a slightly taller/slimmer appearance.

(2) Choose a solid white or blue shirt. You don't want to look too flashy with a brightly colored shirt, and striped (and especially patterned) shirts are a little less formal. A straight collar is also more formal than a button down. Choose one with a medium spread. (If you have a particularly large neck, a wider collar may look better.)

(3) Wear a tie in a dark, conservative color (never pink). Stick to solids, rep (diagonal striped) or small patterned ties. A red tie will give the friendly politician look, while blue ties give a more serious FBI agent look. Both are acceptable.

(4) Wear a belt or suspenders, but never both at the same time. It's redundant. If

you're a suspenders kind of guy, get buttons sewed into your trousers and wear suspenders that button on, not the cheap clip-on kind. They will make you look cheap.

(5) Show off your shoes. A pair of black oxfords or cap-toed oxfords is the best choice. Get ones that don't have super thick soles so they won't look like boots.

(6) Wear solid, vertically ribbed socks in black or grey. Get socks that are long enough to cover your legs when you sit down in your suit.