



Business English

致胜职场 商务英语

Business English for Career Success

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 复旦大学出版社

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Sunshine College

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Business English for Career Success

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Designed by Lin Lihua

编写说明

教育部于2007年批准设置本科“商务英语专业”。2011年,教育部修订本科专业目录,正式将商务英语收入基本目录。目前已有293所本科院校开办了商务英语本科专业,涵盖所有本科层次。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,但都是专门为本一和高职高专层次编写的,一个理论深厚,另一个则理论浅显仅“够用”,内容安排与实际工作环境脱节,真实性缺失严重,而符合应用型人才培养目标的教材尚缺。

本教材融语言、职场工作活动和职场商务礼仪文化为一体,以新员工步入职场前后为主线,围绕从毕业到外向型企业求职、入职工作,从新人成长为优秀员工的情景开展教学活动。内容包括新人求职应聘、新人入职与培训、熟悉与适应工作环境、走近客户、商务之旅、参加会展、商贸洽谈、职场成功经验分享等,旨在帮助学生在职场活动中不仅能运用英语进行有效地学习、工作和商贸洽谈,也具备适应职场新环境、熟悉和提升职场工作能力。

本教材以《高等学校商务英语专业本科教学要求》(试行)和《高等学校商务英语专业本科教学质量国家标准(讨论稿)》为指导的精神编写。编写过程中,以“语言—知识—技能”为隐线,“新人入职前后的成长之路”为明线,采用职场工作过程导入法,仿真情景模拟,引导学生体验式学习,鼓励“学中做、做中学”,单元与单元之间环环相扣。每章的结构安排如下:本单元学习目的一人物、情境导入—职场口语沟通实战—语言拓展—商务礼仪与文化拓展—情景沟通拓展,即:

- ◆ Learning Objectives
- ◆ Lead-in Description
- ◆ Situational Scenes
- ◆ Language Bank
- ◆ Career Development
- ◆ Expanded Dialogues

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

- 一、校企合作,应用性强。本书由外经贸系一些具有丰富教学经验的双师型教师和与高校建立密切合作关系的部分企业业务骨干以及外籍专家共同组织编写,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商务职场知识与沟通技能、商务职场礼仪文化,扩展知识面,提升职场工作能力。
- 二、内容丰富,体例新颖。本书的每个章节主要内容包括章节学习目标、情景对话、语言和情景拓展、文化点睛等;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教材编写体例。
- 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,结合实际商务沟通特点,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职场知识的融合,并力求反映真实的商务职场活动语境。
- 四、多次修订使用,效果良好。该教材是我系院级精品课《商务英语》的教学成果之一,自2013年夏至今,已经修订过三版,分别供应用型本科商务英语专业2010级至2012级学生试用,教材还附有完整的教学大纲和多媒体课件。教材实用性强,深受学生的好评,使学生能够在实际岗位中顺利地适应职场需求。

本教材由总主编杜昌忠指导编写;林丽华担任主编,指导章节内容的撰写、选编和版面设计,主要负责第一、二章的编写;何锡梗负责第三、四章的编写;王枫负责第六、七章的编写;薛小玲、叶珺洁、王丽君、仝新法和叶允清分别参与了第五、七、八章以及附录章节的编写。教材编写团队还与厦门亿学软件有限公司合作。厦门亿学专业从事商务英语实践教学软件的研发,为本教材提供配套的实训软件及全面的技术支持。美籍专家Betts Rivet博士和 Louis Roemer教授为本书做了全面的英文审校工作。由于时间仓促,本教材还有待进一步建设和完善。

阳光学院《商务英语》编者

2016年于福州

Contents

Unit 1	Course Overview	1
Unit 2	Applying for a Job	20
Unit 3	Arriving at a New Job	56
Unit 4	Starting Your Work	76
Unit 5	Business Travel	93
Unit 6	Approaching Your Customers	117
Unit 7	Business Negotiation	141
Unit 8	Celebrating Your Success	162
References		180
Appendix 1	Words and Phrases for Reference	181
Appendix 2	Yixue 3D Integrated Business English Simulated Training System	190

Unit

1

Course Overview

Learning Objectives

1. Course description and goals;
2. Course contents;
3. Course requirements;
4. Grading policy.



I. Course Description and Goals

Course Description

Business English for Career Success is especially designed to develop your confidence, promote your spoken English proficiency and improve your English competence when entering the global labor market. This course focuses on the kind of language and practical communication skills you need for essential business career success. You will use your English to full effect, practicing English in real life tasks and situations offering you the chance to learn how to get ahead at work. It will prepare you how to get yourself on the right track from a green hand to a successful salesperson.

Goals of the Course

By the end of this course, you will be able to:

- Prepare your resume for your job application;
- Obtain tactics to deal with a job interview;
- Adjust yourself to the new job and manage your working tasks successfully;
- Approach and communicate well with your colleagues, partners and customers in the business context;
- Use English to cope with your work confidently, efficiently and effectively;
- Acquire proper verbal and non-verbal language skills to develop essential business communication in your work;
- Understand the cultural differences and handle them properly to reach successful communication;
- Build up confidence in using English and improve your language fluency;
- Develop strategies and skills in the real-world setting;
- Prepare yourself for the tests of BEC, TOEIC or BULATS.



II. Hours Allocation

The total hours for this course is planned to be 36 periods, which are allocated as follows:

Chapters	Contents	Periods
Unit 1	Course Overview	2
Unit 2	Applying for a Job	6
Unit 3	Arriving at a New Job	6
Unit 4	Starting Your Work	4
Unit 5	Business Travel	4

(Continued)

Chapters	Contents	Periods
Unit 6	Approaching Your Customers	6
Unit 7	Business Negotiations	4
Unit 8	Celebrating Your Career Success	4
Total		36



III. Guidelines of Each Chapter

Unit 1 Course Overview

1. Course description and goals;
2. Course contents;
3. Course requirements;
4. Grading policy.

Unit 2 Applying for the Job

1. Composing a resume;
2. Preparing for a job interview;
3. Being able to talk about yourself;
4. Obtaining skills and strategies in a job interview.

Unit 3 Arriving at a New Job

1. Knowing how to prepare your first day at work;
2. Learning about the company and job duties;
3. Developing skills to get along well with colleagues;
4. Acquiring a general knowledge of office etiquette.

Unit 4 Starting Your Work

1. Getting to know the ways to receive guests;
2. Learning effective telephone communication;

3. Becoming familiar with an effective meeting;
4. Acquiring skills of handling on-the-job problems.

Unit 5 Business Travel

1. Being able to arrange a business travel;
2. Getting to know how to check-in at the airport;
3. Going through the security check;
4. Getting on board and going through customs.

Unit 6 Approaching Your Customers

1. Understanding ways of approaching customers;
2. Acquiring a general knowledge of trade fair;
3. Learning how to receive visitors in the booth;
4. Developing strategies and tactics in the booth.

Unit 7 Business Negotiations

1. Getting familiar with the process of negotiation;
2. Being able to negotiate terms in the contract;
3. Acquiring skills in price negotiation;
4. Learning the basic rules of business negotiation.

Unit 8 Celebrating Your Career Success

1. Planning and preparing for a meeting;
2. Talking about promotion and getting a raise;
3. Sharing your success of the work;
4. Acquiring ways to develop one's career.



IV. Course Requirements

1) About 10 minutes' oral reading individually and at least 10 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. 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 time 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. Out-of-class participation is believed to be the most important activity for your personal development. Therefore, 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 recorded.

5) Participate in out-of-class English activities such as English corner, English movies 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 your learning outcomes and to help you become a more independent, purposeful and self-

motivated learner. Therefore, you will compose a two-to-three page reflection of this course covering your whole-semester's learning experience. This will enable you to be more conscious of your strengths and weaknesses towards your whole process of learning.

7) Portfolio

Your portfolio is required to include all handouts from the class and assignments along with all drafts acquired during the semester. It 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 learning partner for everyday oral practice;
- 2) Your participation for any out-of-class activities will be recorded and evaluated.



V. Teaching Methods

Throughout the course, student-centered approach is highly recommended, so various interactive activities will be employed such as pair work, group discussion or presentation and teamwork. Teaching procedures will 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 topics. Simulated practice (e.g. role-play) will be introduced.



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%)
- Record every day out-of-class oral reading, oral practice among peers (15%)
- 2) Final reflective learning report with portfolio (5%)
- 3) Assignments (20%)

You are advised to preview and review each chapter, and explore the skills, strategies and the etiquette related to all business communication activities. Also, you are encouraged to engage in the practice of composing dialogues for the different situations to strengthen skills you have acquired.

- 4) Peer-evaluation (5%)

You will learn to supervise each other's progress and productivity of learning, so you will be able to fairly evaluate your classmates.

- 5) Final exam (40%)

Part 1 Work in groups to plan a 10-minute effective presentation of a product to invite potential buyers. 10%

Part 2 Roleplay with your partner or group members (situational roleplay) 10%

Part 3 Examined by your instructor 20%

- ◆ Give a presentation on a given topic (3-5 minutes) 10%
- ◆ Discuss the topic (from what had been discussed during the semester) to give suggestions, opinions or facts (3-5 minutes) 10%

Syllabus Changes

It is possible that aspects of the syllabus may change 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 as the students' progress.



VII. Recommended Resources

◆ Books for pleasure reading

[1] Alred, G. & M. Byram & M. Fleming. *Intercultural Experience and Education*.

Shanghai: Shanghai Foreign Language Education Press, 2014.

- [2] Byram, M. & A. Nichols & D. Stevens. *Developing Intercultural Competence in Practice*. Shanghai: Shanghai Foreign Language Education Press, 2014.
- [3] Gudykuns, W. B. & Y. Y. Kim. *Communicating with Strangers: An Approach to Intercultural Communication*. Shanghai: Shanghai Foreign Language Education Press, 2014.
- [4] Hinner, M. *The Influence of Culture in the World of Business*. Shanghai: Shanghai Foreign Language Education Press, 2014.
- [5] Kamanuri, S. *Business Communication*. Saarbrücken: Lambert Academic Publishing, 2013.
- [6] O'Brien, J. *English for Business*. Shanghai: Shanghai Foreign Language Education Press, 2013.
- [7] Samovar, L. A. & R. E. Potter. *Intercultural Communication: A Reader*. Shanghai: Shanghai Foreign Language Education Press, 2011.
- [8] Snow, D. *Encounters with Westerners: Improving Skills in English and Intercultural Communication*. Shanghai: Shanghai Foreign Language Education Press, 2014.
- [9] 丁崇文, 黄震华. 职业规划与拓展. 上海: 上海外语教育出版社, 2009.
- [10] 蒋佩蓉. 佩蓉谈商务礼仪. 北京: 中华工商联合出版社, 2009.
- [11] 王维波, 车丽娟. 跨文化商务交际. 北京: 外语教学与研究出版社, 2008.
- [12] 杨东申. 中国商务文化. 北京: 北京语言大学出版社, 2003.
- [13] 庄恩平, Nan M. Sussman. 跨文化沟通. 北京: 外语教学与研究出版社, 2014.
- [14] 庄恩平. 跨文化商务沟通教程——阅读与案例. 上海: 上海外语教育出版社, 2014.

◆ Recommended websites

- <http://www.batna.com/>
(A negotiation resource centre with a quick reference guide to negotiations and strategies for difficult negotiations.)
- <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.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://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 web site 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.negotiations.com/case/>
(*This website shares free real life stories about business negotiation cases.*)
- <http://www.englishclub.com/english-for-work/index.htm>
- <http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/>

Oral Presentation Evaluation Sheet

CATEGORY	4	3	2	1
Preparedness	Is completely prepared and has obviously rehearsed.	Seems pretty prepared but might have needed a couple more rehearsals.	Is somewhat prepared, but obviously no rehearsal.	Does not seem at all prepared to present.
Pronunciation, volume and intonation	Speaks very clearly, loudly and distinctly all the time, and no mispronunciations.	Speaks clearly, loudly and distinctly all the time, but with few mispronunciations.	Speaks clearly, loudly and distinctly most of the time, and there are a few mispronunciations.	Often mumbles or cannot be understood with many mispronunciations.
Non-verbal communication	Facial expressions, eye-contact and body language generate in others a strong interest and enthusiasm about the topic.	Facial expressions, eye-contact and body language sometimes generate in others a strong interest and enthusiasm about the topic.	Facial expressions, eye-contact and body language are used to try to generate enthusiasm, but seem somewhat faked.	Very little use of facial expressions, eye-contact or body language. Has not generated much interest in the topic being presented.