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普通高中课程标准实验教科书（选修）

B

usiness
B a s i c s

(China Edition)

牛津初级
经贸英语

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前言

《牛津初级经贸英语》是根据国家教育部制订的《普通高中英语课程标准（实验）》（以下简称《课标》）选修课程系列II中关于语言应用类的要求编写，供普通高级中学学生选修使用。

《牛津初级经贸英语》根据高中学生的英语水平和知识结构，以主要商务活动的基本环节为主线进行编写，涵盖了商务活动的主要方面，为学生提供了较系统的商务英语基础知识和技能训练，让学生在具体的商务环境中学习商务知识和相关的商务英语语言，了解主要的国际商务活动，从而具备初步的商务活动能力。教材内容具有时代性，既反映当今国际商务活动、社会经济发展及科学进步，又贴近学生的生活实际。

《牛津初级经贸英语》由十个以主题为联系的单元构成。每个单元包含三个部分，每部分开头列出了该部分要掌握的主要教学点，如Vocabulary和Communication skills。各个部分的主体课文包括Listening, Speaking, Reading, Writing和Vocabulary等板块，呈现该部分所覆盖的主要语言知识和语言技能，并以Language note的形式加以总结。

Listening

该板块旨在培养学生理解有关商务活动的英语表达、获取具体信息等方面的能力。其语言难度适中，符合学生实际水平，有利于树立学生的学习信心；听力材料情景逼真、语言生动，能有效地培养学生的语感。

Speaking

该板块让学生围绕与商务有关的主题展开讨论，然后以结对、分组活动或全班练习的形式进行操练，使学生能灵活运用所学语言知识，提高口头表达能力。

Reading

阅读课文材料真实、语言地道、内容简洁，用来引出或操练新语言点或新词汇；课文内容呈现形式活泼多样，富有时代精神，实用性强。

Writing

该板块介绍了各种商务文体写作，要求学生能够根据所提供的信息完成电子邮件、传真或书信以及其他常用文体的写作。

Vocabulary

该板块旨在拓展学生有关商务活动的词汇，让学生在受控或自由的情景中掌握新的商务术语，提高学生词汇学习和记忆能力。

Language note

该板块对出现的新语言点加以简要的总结和解释，并提供例句，帮助学生归纳所学语言知识。

《牛津初级经贸英语》除十个单元的主体课文外，还附有Information files（信息档案）、Translation files（翻译档案）、Irregular verbs（不规则动词表）、Glossary（词汇表）、Tapescript（录音文字）和Answer key（答案）等六个附录。Information files提供学生结对交流信息的练习活动所需要的支持材料，以及某些测试和游戏活动的答案，供学生学习时参考。Translation files列出了相关练习的中文译文，以提高学生英汉互译的能力。Glossary列出了课文中出现的主要商务词汇及其词性、读音和汉语释义，每个词条均标出了该词在课本中首次出现的位置，便于学生学习和复习时查阅。

编写一套高水平、高质量的教材是十分艰难的事。我们编写《牛津初级经贸英语》仅是一种探索和尝试，难免有疏漏和不足之处，敬请广大师生多提宝贵意见，以便今后进一步修订。

江苏省中小学教学研究室
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1.1 People in business

Vocabulary

Communication skills

Daily activities

Introductions

A Listening

Xu Tingting is a designer. She lives in Shanghai, the second largest city in China. Her company makes clothes, which sell all over the world.



- ① Two journalists are talking about Xu Tingting. Listen and write down information.



Name

Xu Tingting

Nationality

Chinese

Home

Age

Company

Job

Languages

2 Listen again. Complete these sentences.

- 1 Her name Xu Tingting.
- 2 She in Shanghai.
- 3 She a designer.
- 4 She for Ting Style.
- 5 Her husband the Marketing Director.
- 6 They Chinese.
- 7 They English and Chinese.
- 8 They together.

B Reading

1 Look at the article about Xu Tingting. Complete the article using the verbs in the box. The first letter of each verb is given.

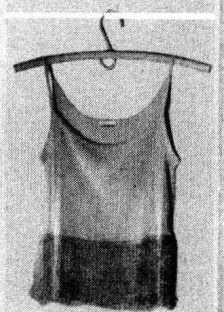
makes	travel	employs	eat	live	are	do	is
produces	designs	presents	plays	uses	works	play	

Ting Style

Xu Tingting **i**..... ¹ the founder of Ting Style, and also the main designer. Her husband, Lu Bing, **w**..... ² for the company as Marketing Director. Tingting **d**..... ³ two collections every year and **p**..... ⁴ them at fashion shows in Shanghai, Paris and New York.

Ting Style **m**..... ⁵ everything in China, and **u**..... ⁶ very modern equipment in its workshops. The company **e**..... ⁷ the services of seventy workshops in and around Shanghai. It **p**..... ⁸ 100,000 units per year.

Xu Tingting and her husband **l**..... ⁹ in a house in the centre of Shanghai, not far from the office. They **d**..... ¹⁰ not often there because they both **t**..... ¹¹ a lot. How do they relax? 'I **d**..... ¹² Tai chi and Lu Bing **p**..... ¹³ golf,' says Xu Tingting. At weekends they **p**..... ¹⁴ golf together and **e**..... ¹⁵ out at local restaurants with their child.



- ② The extracts below provide more information about Ting Style. Turn to Translation File A on page 127 to find a possible Chinese version. Match them with the correct extracts.

- 1 The company has an excellent team of T-shirt designers.
- 2 The company has already advertised the position of Marketing Manager for a week.
- 3 The new collection, designed by a young designer, will soon be put into production.
- 4 The company has opened three additional workshops in a nearby city to meet the increased needs of customers.

C Speaking

- ① Work with a partner. Spell your name, your school's name, your town and your address.
- ② Say the following. What do the letters stand for?

EU OHP IBM

CEO VP PP

VAT WC MBA UN

D Listening

- ① Listen to the following dialogues and write the letters you hear.

1 ..CA.....	3	5	7
2	4	6	8

- ② Listen to this interview and complete the notes below.

Name

Company

Job

Nationality

Home

Meeting someone for the first time

- 1

Introducing yourself

Let me introduce myself. My name's ...
Hello. I'm ...

How do you do? Pleased to meet you.
Nice to meet you.
- 2

Introducing another person

Let me introduce you to ...
This is my colleague ...
Nice to meet you.

How do you do?
Nice/Pleased to meet you.
Nice to meet you too.
- 3

Other questions

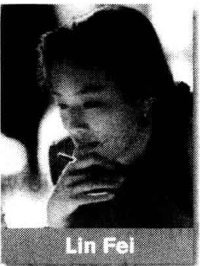
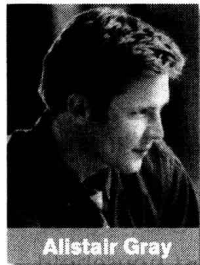
Where are you from?
What do you do?
Who do you work for?

I'm from ... (but I work in ...)
I'm a ... What about you?
I work for ... And you?

4

3

Jessie Chambers is the editor of *China Daily* newspaper. She introduces Alistair Gray to two other people. Listen and fill in the gaps in the table below.



A	B	C	D
Jessie Chambers	Alistair Gray	Lily Parker	Lin Fei
American	British	Italian 5
editor 1 3 6
<i>China Daily</i> 2 4 7

4

What expressions do A, B, C and D use to make introductions? Listen again and fill in the gaps.

- A: Lily, 1 you to my colleague, Alistair Gray.
- B: How 2? Pleased to 3 you.
- C: How 4?
- B: Do you work here, Lily?
- C: No, I work for TCL. I'm a consultant. 5 my colleague, Lin Fei.
- D: Nice 6.
- B: Nice 7, Fei. Where are you from?
- D: I'm from Fuzhou, China.
- B: Where do you work?
- D: I work for TCL in Guangzhou. I'm a 8. And you?
- B: I'm 9 here at *China Daily*. Jessie's my boss in the department.

1.2 Talking about your company

Vocabulary

Nationalities

Word families



Haier across the Globe

- 13 overseas production factories
- 30,000 employees
- customers in 160 countries
- current domestic market share is around 30%

A Reading

Here is some information about Haier, the largest household electrical appliances manufacturer in China. Complete the sentences with the words below. Use the pictures to help you.

sales	employees	markets	factories
customers	head office	market share	competitors

- 1 The of Haier is in Qingdao, China.
- 2 Europe is one of the company's major
- 3 in Europe are very high.
- 4 Sanyo is one of the main
- 5 They have thirteen production overseas.
- 6 The company has more than 30,000 worldwide.
- 7 Haier has in at least 160 countries.
- 8 Haier products enjoy a domestic of around 30%.

6 You and your company

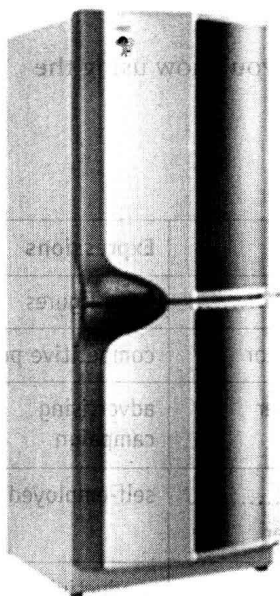
B Listening

5

- ① Alistair Gray has an interview with a senior manager at Haier. Listen and complete the information below.



Company Haier
 Activity
 Head office Qingdao
 Research centre
 Employees
 Languages
 Major markets
 Main competitors
 Advertising



- ② Listen to the interview again. Complete the questions below.

- 1 What?
 It produces and sells refrigerators.
 2 Where?
 The head office is in Qingdao.
 3 your biggest markets?
 China.
 4 many?
 About 30,000.
 5 What in the company?
 Chinese. And English as well.
 6 do you?
 On TV, in magazines and on buses.

C Speaking

- ① Work in pairs. Student A, look at File I on page 123. Student B, turn to File T on page 125. Ask your partner questions and complete the table below. Guess the name of your partner's company.

Activity
Employees
Location
Products

- ② Ask your partner the same questions about a company he or she knows well. Write a short description of this company. Then report back to the rest of the class.

D Vocabulary



- 1 Here are some facts about Haier. Complete the sentences with the correct words.
- 1 Haier *advertises* on buses in China. (*advertisements/advertises*)
Haier has *advertisements* on buses in China.
- 2 Haier *produces* household electrical appliances in 96 categories. (*products/produces*)
The *products* of Haier are household electrical appliances in 96 categories.
- 3 Haier *sells* a lot of refrigerators in China. (*sales/sells*)
Haier has large *sales* in China.
- 4 There are 30,000 *employees*. (*employees/employs*)
The company *employs* 30,000 people.
- 5 Sanyo is one of Haier's *competitors*. (*competitors/competes*)
Haier *competes* with Sanyo in the refrigerator market.

- 2 Write similar sentences about a company you know using the words in 1.
- 3 Complete the table of word families.

Verb	Noun	Person	Expressions
sell	sales ¹	sales figures
compete ²	competitor	competitive prices
..... ³	advertising 广告 advertisement 广告	advertiser	advertising campaign
employ	employment ⁴ ⁵ employer	self-employed
produce	product ⁶ productivity 生产力	producer	productivity bonus

- 4 Look at the table below. The items in the first column are typical of a particular country. Complete the table with the correct countries and nationalities, as in the examples.

	Country	Nationality
1 Champagne	France.....	French.....
2 Vodka	Russian.....
3 Pasta
4 Pandas
5 Apple pie
6 Kangaroo
7 BMW car
8 Sony
9 Pubs

E Listening



- ① Later on in his interview, the manager talks about his spare time. Listen and complete questions 1–5 below.

- ② Listen again and write down the answers.

1 What weekends?

I often near the coast.

2 What there?

I or

3 Who with?

My

4 Where swim?

On

5 What evenings?

I or

- ③ Ask a partner similar questions using the words below and the question words *What? Where? Who? Why? When?*

1 weekends

2 evenings

3 on holiday

F Speaking

- ① Choose a company you know well. Work with a partner. Take it in turns to talk for 60 seconds. Talk about your name, your town, your job, your company, your hobbies. Use the expressions below to help you.

My name is

I am

I live in

It's a town/city in the north/south/east/west of ...

I am a

I work for

In the evenings/at weekends I

- ② Now tell the class what you know about your partner.
e.g., *His/Her name is ...*

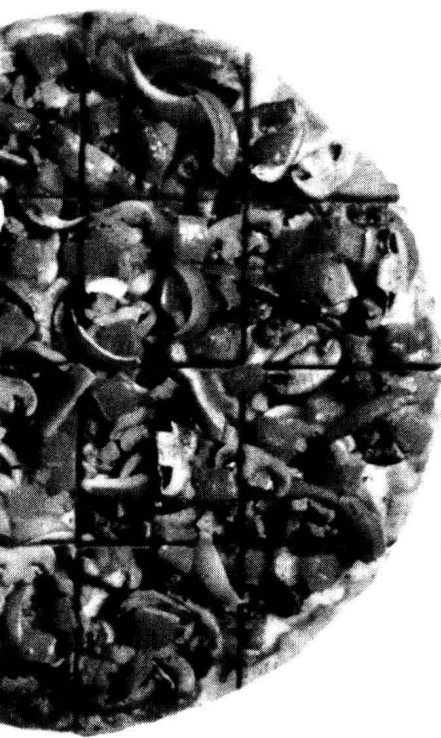
He's/She's ...



1.3 Company facts and figures

Vocabulary
Communication skills

Large numbers
Presentations 1



A Vocabulary

1 Say these numbers. Then try to match them with items 1–5 below.

- a 432
- b 13,820,000
- c 805,602
- d 1,280
- e 375,000,000

- 1 the price in dollars of the *Mona Lisa* by Leonardo Da Vinci
- 2 the average daily sales of *The Times* (UK newspaper)
- 3 the length in metres of the Golden Gate Bridge in San Francisco
- 4 the population of Beijing in 2000
- 5 the number of Metro stations in Paris

2 Here are some facts about Pizza Hut (UK). Use the words in the box to complete the sentences.

turnover	employs	competitors	outlets
products	subsidiary	market share	located

- 1 The headquarters of Pizza Hut (UK) is in London.
- 2 Their range of includes pizza, pasta, salads and desserts.
- 3 The company 16,000 people.
- 4 Pizza Hut (UK)'s is over £300,000,000.
- 5 Their main are Pizza Express and Ask.
- 6 They have in most large towns in Britain.
- 7 Pizza Hut (UK) is a of Tricon Global Restaurants.
- 8 Their at the moment is 6%.

B Listening

7 1 Listen to the short presentation on Pizza Hut (UK). Are these statements true (T) or false (F)?

- 1 The talk is in four parts.
- 2 Tricon Global Restaurants is a subsidiary of Pizza Hut.
- 3 Jon Prinsell is the President of Pizza Hut (UK).
- 4 British people do not eat many pizzas.
- 5 Pizza Hut wants to expand.

- 2 In the talk what do these numbers refer to? Listen again and match the numbers with the correct information on the right.

- | | |
|---------------|--|
| 1 300,000,000 | a number of pizzas the company delivers |
| 2 400 | b number of employees |
| 3 16,000 | c future market share |
| 4 80% | d present market share |
| 5 75,000,000 | e total sales |
| 6 6% | f number of outlets |
| 7 10% | g percentage of the population who eat at Pizza Hut at least once a year |



8

- 3 Listen to these extracts from the presentation again and fill in the gaps.

- My name is Sarah James and I'm to give a presentation on the
- The of my presentation is about the company structure of Pizza Hut (UK). The second part the present activity of the company in the UK and in the I want to our future plans.
-, the structure. with the parent company.
- Now, our present activity.
- Do you any ?

LANGUAGE NOTE

Giving a talk

1 Presenting the structure of a talk

I am here to talk about/give a presentation on ...

The subject of my talk is ...

The talk is in three parts.

The first

second } *part looks at/is about ...*

last

2 Introducing each point

Right/First/Now/Finally ...

Let's start with/Let's look at/Let's talk about ...

3 Ending

Do you have any questions?

Thank you.

C Reading

① Look at these notes on Swiss watch manufacturers the Swatch Group.

- 1 Swatch Group—group of 16 watch companies
- 2 Swatch—quartz mechanism—only 51 parts (most other watches more than 150)
- 3 The chairman and founder—Nicolas G Hayek Senior
- 4 New collection with more than 150 watches in four ranges twice a year
- 5 50 production centres—in Europe: France, Switzerland, Italy, Germany—in Asia: Thailand, China, Malaysia
- 6 Most famous product—Swatch watch
- 7 Plans—components for telecommunications industry in future
- 8 The group—sell—25% of the world's watches
- 9 Swatch—cheap, from \$35
- 10 Companies in group include Omega, Tissot, Calvin Klein, Swatch and Flik Flak—watches and watch components
- 11 Headquarters—Biel, Switzerland
- 12 Future plans—components for entire Swiss watch industry and companies outside Switzerland
- 13 Annual sales—118,000,000 watches
- 14 Omega—luxury watches, Tissot and Calvin Klein—middle of the range, Swatch and Flik Flak—basic watches



② Now organize the information under the appropriate headings, as in the examples.

Organization and Structure	Location and Distribution	Products	Sales	Future Plans
1 Swatch Group—group of 16 watch companies		4 New collection of 150 watches in 4 ranges twice a year		

③ Put your notes into complete sentences. Use the verbs in the box to help you.

e.g., *The Swatch Group is a group of sixteen watch companies. The Swatch has a quartz mechanism with only fifty-one parts. Most other watches have more than one hundred and fifty.*

be	plan	make	have
sell	present	produce	manufacture