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新编剑桥商务英语 (中级)

学生用书

(第三版)



SUCCESS WITH **BEC**
STUDENT'S BOOK **VANTAGE**

JOHN HUGHES



经济科学出版社
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（第三版）**

JOHN HUGHES

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WITH **BEC****

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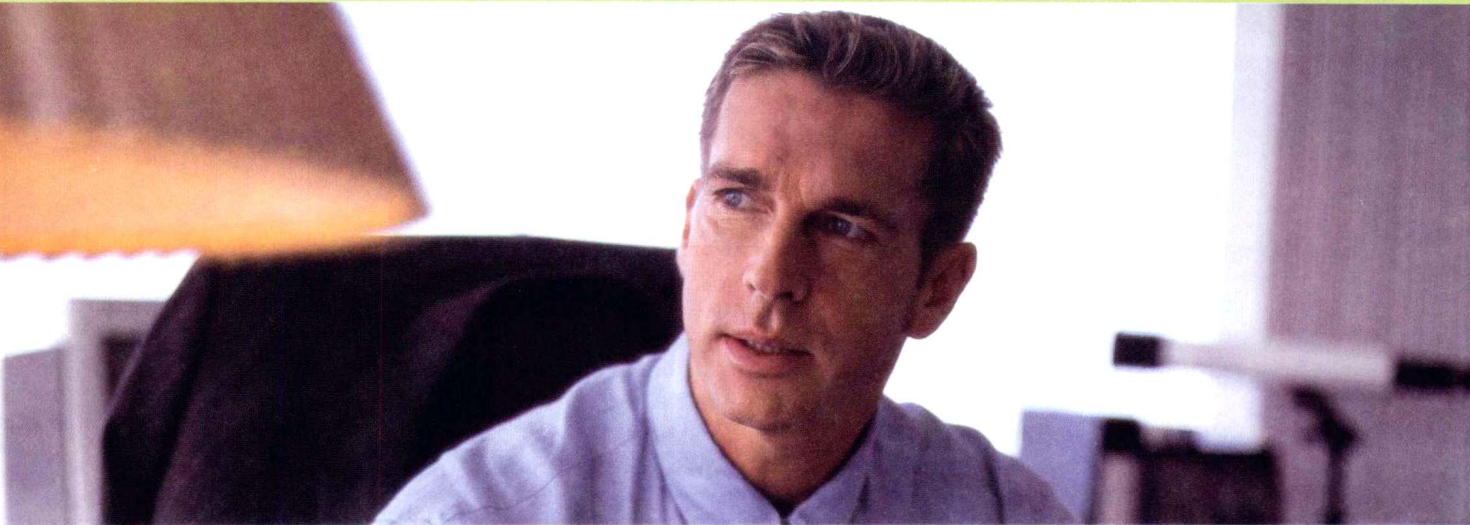
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VANTAGE

SUCCESS WITH **BEC**

THE NEW BUSINESS ENGLISH CERTIFICATES COURSE



STUDENT'S BOOK

JOHN HUGHES

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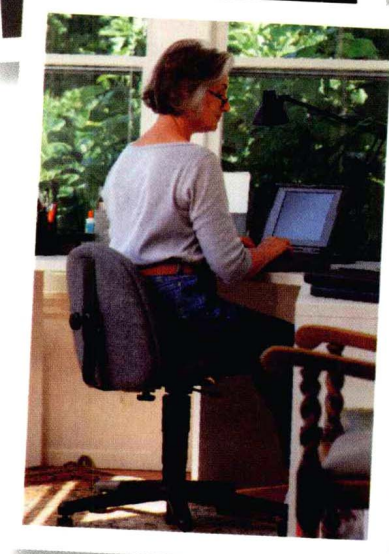
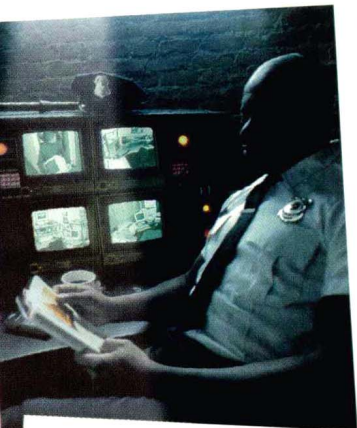


MODULE	BUSINESS TOPIC	BUSINESS SKILLS	EXAM SPOTLIGHT
1	1.1 Ways of working <i>page 6</i> Vocabulary: Different ways of working Reading: How to job-share Listening: Working from home Grammar: Present tenses Speaking: A mini-presentation	1.2 Making contacts <i>page 10</i> Vocabulary: Job responsibilities Reading: Life's all about making connections Listening: Starting a conversation Speaking: Developing a conversation Writing: Business correspondence	1.3 Speaking Test: Part One <i>page 14</i>
2	2.1 Company benefits <i>page 16</i> Vocabulary: Benefits and incentives Reading: Is working for Xerox too good to be true? Vocabulary: Expressions with <i>take</i> Speaking: Asking questions about jobs Grammar: The past Writing: A letter of application	2.2 Presenting your company <i>page 20</i> Vocabulary: Company terms Listening: Presentations Pronunciation: Pausing, intonation and stress Speaking: Giving a presentation Writing: A memo	2.3 Reading Test: Part Five Writing Test: Part One <i>page 24</i>
3	3.1 Starting a business <i>page 26</i> Vocabulary: Types of business Reading: We wanna hold your hand Listening: Advice on franchises Listening: Planning a seminar Grammar: <i>will</i> and the future Speaking: Discussing a schedule	3.2 Leaving and taking messages <i>page 30</i> Listening: Leaving messages Speaking: Leaving a voicemail message Writing: Taking notes and messages	3.3 Listening Test: Part One <i>page 34</i>
4	4.1 Advertising <i>page 36</i> Vocabulary: Types of advertising Listening: Advertising on the web Speaking: A short presentation Reading: Advertising standards Grammar: Modals	4.2 Delegating <i>page 40</i> Reading: How to delegate Listening: A bad delegator Pronunciation: Sentence stress Speaking: Delegating Writing: A report	4.3 Reading Test: Part Four <i>page 44</i>
5	5.1 The workplace <i>page 46</i> Reading: Art at work Listening: An interview with an art consultant Grammar: Reporting Listening: Some opinions on art Speaking: A meeting about artwork	5.2 Participating in a meeting <i>page 50</i> Reading: Meetings are great Vocabulary: Verb collocations Speaking: Expressions for meetings Listening: Report on a meeting Writing: Minutes of a meeting	5.3 Speaking Test: Part Two <i>page 54</i>
6	6.1 Recruitment <i>page 56</i> Reading: Employment news Vocabulary: Hiring and firing Listening: Employment case studies Speaking: Employment issues Grammar: Passives	6.2 Emailing <i>page 60</i> Reading: Clicking the habit Vocabulary: Emailing terms Reading: Internal communication and emails Writing: An email	6.3 Reading Test: Part Two <i>page 64</i>

1.1

Ways of working

VOCABULARY



Different ways of working

1 How do you work most effectively? By working ...

- regular hours / flexible hours?
- in a team / on your own?
- from home / in an office?
- for a boss / as your own boss?

Compare your responses with a partner.

2 Match these ways of working 1-8 to definitions A-I. Do you work in any of these ways?

- | | |
|---------------|--|
| 0 freelance | A You work during different parts of the day (eg nights). |
| 1 teleworking | B You sell your work or services to a number of different companies. |
| 2 job-sharing | C You work for different companies for a short time without a permanent contract. |
| 3 shift work | D You work a number of hours per week or month but you decide when you start or finish. |
| 4 part-time | E You don't have a permanent place or office to work at, but you find a place to work when you arrive. |
| 5 temping | F You work for a company from home via email, phone or the Internet. |
| 6 consultancy | G You only work for some of the week (not full-time). |
| 7 flexitime | H You do your job for part of the week and another person does it for the other part. |
| 8 hot-desking | I You aren't employed by a company, but are paid to give specialist advice. |

3 Here are some people describing the advantages and disadvantages of different ways of working. Match the nine ways of working in exercise 2 to their comments. Some comments might describe more than one way.

It's great because I'm my own boss, but I still work with lots of different people.

I wish I had my own space. I have to carry everything around in my bag and sometimes there's nowhere to sit.

I like it because it's only for a couple of months and I'm saving up to go round the world.

The only problem is sleeping. Your body never knows if it's night or day!

It can get a bit lonely at times. And I miss my colleagues and all the office gossip.

My children are at school so it lets me spend more time with them.

When one of us wants a week off, the other person does a few extra days so it's fairly flexible.

4 Work in pairs. Think of one more advantage or disadvantage for each way of working in exercise 2.

5 Read about job-sharing. Write these headings into each paragraph.

- | | |
|--------------------------|-------------------|
| Get organised | Set your limits |
| Put pen to paper | Two become one |
| Open your mind | Plan for disaster |
| Find the perfect partner | Don't feel guilty |

How to job-share

Wouldn't it be nice if the working week finished on Wednesday? With a job-share it can. Here's the essential guide to making it work.

(0) *Find the perfect partner*

Find someone you like. 'Be prepared to communicate and share credit and blame,' says Carol Savage, the managing director of Flexexecutive, a flexible working consultancy.

(1) _____

Bosses should consider requests for flexible working from employees with children under six. So embrace the benefits: 'Twice as much experience, skills, brainpower and energy,' Savage says.

(2) _____

Always discuss the worst-case scenarios. When Margaret Mills, a teacher, lost her job-share partner because of a family illness, a return to full-time work seemed inevitable. 'We had been over-optimistic. I did manage to find someone else who fitted in with me, but I was very lucky.'

(3) _____

Plan the system for handing work over carefully and play to each other's different strengths. Delegate the workload according to each other's particular skills and qualities.

(4) _____

Managers should clarify what they expect in terms of hours, availability and results, and employees should manage their employer's expectations. Sue Osborn, a job-sharer for 21 years, says, 'We're often asked to do five-day weeks. Eventually you just have to say no.'

(5) _____

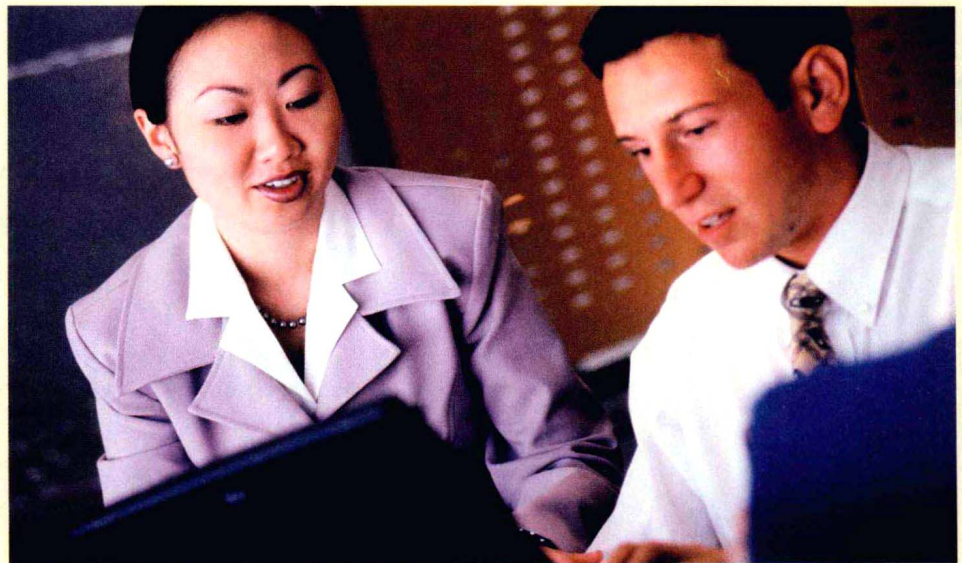
Agree in writing arrangements for holidays, parental leave, retirement, etc. Everyone should know where they stand from the beginning.

(6) _____

Do not work until 1am at home to make up for not being in the office every day.

(7) _____

Clients may not like having to deal with two people working closely together. As Savage says: 'A job-share should be like a marriage – one voice, one unit.'




Exam Success


Question 6 is the type of question the examiner will ask you in the BEC Vantage speaking test.

6 How easy would it be for you to job-share? Would your employer or boss think it was a good idea?

Working from home

- 1  1.1 You will hear a woman called Michela talking about working from home.
- 1 What does she say is important when working from home?
 - 2 What does she think are some of the advantages and disadvantages of this way of working?



- 2  1.1 Listen again and answer the following.
- 1 Complete the notes about Michela's typical day.

7.00 – get up, get the kids ready

8.30

9.00

12.00

14.30

- 2 How long has she been with her current employer? How long has she been home-working?
- 3 Is she doing anything different from normal this week?

Present tenses

- 3 Match the sentences from the listening to the grammar explanations.

Sentences	Explanations
1 'I always get up around seven.'	A a state that started in the past and continues to the present
2 'I've been doing this kind of work for about five years.'	B a routine activity
3 'I've been with the same company since I left school.'	C an activity taking place at or around the time of speaking
4 'I'm going into the office nearly every day this week.'	D an activity that started in the past and continues in the present

- 4 Name the tenses in exercise 3.

present continuous present perfect continuous
present simple present perfect simple

Grammar Tip

We don't usually write 'state' verbs such as *be, need, like, have* (for possessions), *love, hate* in the continuous form.

- 5 Write the verb in brackets in its correct form and complete these tips for working from home.

Working from home

- 0 Even at home, always *set* (set) yourself a timetable.
- 1 You _____ (need) to find a quiet place to work, where there are no distractions.
- 2 If you _____ (communicate) with a client on the phone today rather than face-to-face, it's still important to dress for work as normal.
- 3 Now that you _____ (escape) from the office, you'll still need peace and quiet at home. Don't answer the door to neighbours or make social calls.
- 4 Once you _____ (work) from home for a while, you might feel a bit lonely. It might be worth going into the office once or twice a week.
- 5 After you _____ (be) at the computer for a few hours, remember to take a break – why not leave the house and go for a walk outside?
- 6 Be strong. When a friend calls and asks you out to lunch, say what you would say in any other job: 'Sorry but I _____ (work) on something at the moment. How about after five instead?'
- 7 Make sure colleagues and clients can reach you and _____ (answer) the phone as though you are in the office.

SPEAKING

Exam Success

In Part Two of the speaking test, the examiner will ask you to give a presentation entitled 'What is important when ...?'

A mini-presentation

- 6 Work in pairs. Choose one of the ways of working below and prepare a 'mini-presentation' on the topic for the rest of the class.

A: WHAT IS IMPORTANT WHEN ...?

Job-sharing

- Find someone you like.
- Organise and plan how you share the work.
-
-

B: WHAT IS IMPORTANT WHEN ...?

Working from home

- Set up an office space in the house.
- Plan your working hours and your breaks.
-
-

1.2

Making contacts

VOCABULARY

Job responsibilities

1 Tell your partner about your job. Use these expressions and choose the correct preposition.

- | | |
|---|--|
| I work <i>of / for / about</i> ... | I'm involved <i>in / of / for</i> ... |
| I'm responsible <i>for / of / about</i> ... | I deal <i>for / with / of</i> ... |
| I usually report <i>up / at / to</i> ... | I'm in charge <i>for / of / to</i> ... |
| I specialise <i>about / in / for</i> ... | |

2 Think of one person you see and speak to in connection with your work ...

- at least once a day _____
- once every six months _____

Tell your partner about these two people. Explain the connection and what they do.

3 Why is making contacts, or 'networking', an important part of many jobs? Is that true for you?

4 Read the article below about some new networking groups specifically for businesswomen. Choose the best word A, B or C to fill the gaps 1-10.

READING

Life's all about making connections



- | | | |
|-----------------|-----------|---------------|
| 1 A attending | B going | C meeting |
| 2 A ideas | B sugar | C money |
| 3 A department | B company | C group |
| 4 A work | B charge | C responsible |
| 5 A to | B in | C about |
| 6 A run | B control | C produce |
| 7 A speak | B know | C be |
| 8 A do | B see | C make |
| 9 A socialising | B work | C extra |
| 10 A talk | B win | C success |

To you, networking might mean (1) _____ a conference or trade fair event to meet new clients or partners. Or it could be the coffee break at work where you share (2) _____ with colleagues in other departments. But nowadays networking has become an event in itself.

For example, Pricewaterhouse Coopers offer its female staff a formal networking (3) _____ called PwCwomen. With 900 members, it organises events ranging from informal drinks evenings to coaching events. Tina Hallet, who is (4) _____ for the group, says that she got involved (5) _____ networking because 'I'd

got to a reasonably senior level and I wanted to help other people to maximise their potential.'

You don't have to be senior to (6) _____ a network though. Vicky Wood and Sally Hopkins had the idea for the City Girls Network when they first moved into London's corporate world and wondered how to get to (7) _____ other women. 'We couldn't find anything for people with no experience. So we thought we'd start our own.' From twelve friends meeting regularly, it rapidly grew to 250 members from many different organisations. It's a great way to


(8) _____ useful contacts and bring in potential business.

Fiona Clutterbuck is co-chair of a network for the bank ABN AMRO. 'Women tend to think of networking as (9) _____ and give it low priority.' But given the chance, women will network – as the bank's last 'speed networking' event demonstrated. 'With over 100 women and men, it was a great (10) _____. It is amazing how many people you get to meet from different parts of the organisation.'

5 According to the article, where do people network and what are the reasons? Would it be useful for you to join or set up similar networks?

LISTENING

Starting a conversation

- 6**  1.2 Listen to four people starting conversations. In each conversation decide where the speakers are making contact.

Conversation 1: _____

A At a conference

Conversation 2: _____

B Over dinner

Conversation 3: _____

C In someone's office

Conversation 4: _____

D On a training course

- 7** Match the expressions on the left to the responses on the right.

- | | |
|---|--|
| 0 I'd like to introduce you to Marek. | A Yes, it is. And you? |
| 1 Nice to meet you at last. | B Hello, Marek. How do you do? |
| 2 Do you two know each other already? | C Thanks. |
| 3 Would you like a coffee? | D Pleased to meet you too. |
| 4 So have you enjoyed this morning? | E Sure. |
| 5 Is this your first time at one of these events? | F Two. Twins. |
| 6 May I join you? | G Yes, most of my life. |
| 7 You're a colleague of Martin Obach, aren't you? | H Yes. Is that something you might be interested in ...? |
| 8 How do you know him? | I Well, we've spoken on the phone a few times. |
| 9 How many children do you have? | J Yes, it was very interesting. |
| 10 Have you always lived in Lille? | K That's right. He works in our Barcelona office. |
| 11 I know your company is looking for a partner on this Thai project. | L We were both at Elcotil together. |

- 8**  1.2 Listen and check your answers.

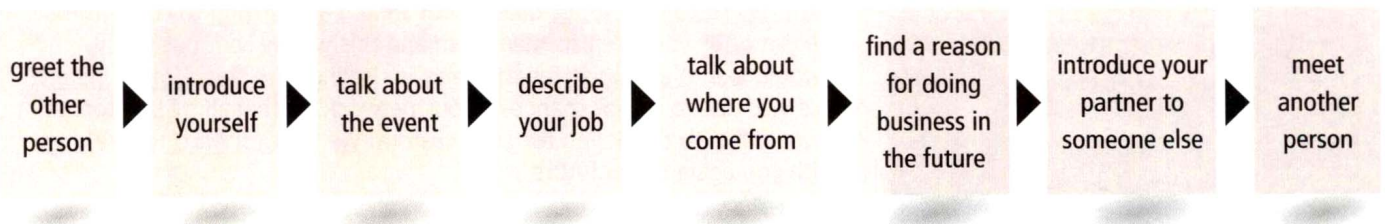
- 9** Work in pairs. One student says expressions 0–11. The other student closes this book and gives an appropriate response.

- 10** In conversation 4, the two people start discussing personal topics such as where they live and their family. Would you discuss these topics in your country with business colleagues? What do you think are good topics for networking? Make a list of topics with your partner.

SPEAKING

Developing a conversation

- 11** Work as a class or in large groups. You are at a networking event, so stand up and walk around. Meet one person and have the conversation below. At the end, move on to a new person.



Business correspondence

Read the correspondence on Evelyn's desk and answer these questions.

- 1 Is it all related to her work?
- 2 Which is formal? What is it about the content and language which tells you this?
- 3 Which is 'internal communication'? Did anyone else receive it?
- 4 How is the memo different to the letter and the email? Think about the following:
 - the layout
 - the beginning and the end
 - the paragraphs
- 5 Find abbreviations which mean the following:
 - telephone number
 - as soon as possible
 - at
 - Subject (or) With reference to

To: All Staff
From: Ray Bonner
Date: 24th June
Subject: Trial of flexitime system

Further to our previous meeting, we are pleased to be able to confirm that the new flexitime system will come into operation as from 1st August. The system applies to all administrative and office staff. May I remind you that any production staff on the current shift system remain unaffected by these changes.

From: evelyn@larbonner.com

Hi Rona

How are you? I got a note to say you called. Great news that you passed your final exam! I'm sorry that I didn't get back to you but it's been crazy here. The network was down for three days so all our customers were receiving the wrong orders! Anyway, how about meeting for lunch this week? If you can't make it, don't forget the party this weekend. Do you want me to pick you up at 8?
See you soon.

Eve

Dear Mr Hynes

RE: Replacement of item 00-A104

With regard to your letter dated 12th June, I am writing to confirm that we can offer you a replacement item and this will be sent out today. I would like to apologise for the delay in dealing with this. Unfortunately, this was due to recent changes to our network. On behalf of Lar Bonner I would like to thank you for your custom. We look forward to working with you again in the future.
 Yours sincerely

Evelyn Boer

Customer Services
 Tel. 0207 865 849

Eve - Can you call someone called Rona back asap? She passed!

Exam Success

In Part One of the writing test you are required to write a note, message, memo or email of around 40–50 words. You will need to use some of the phrases from this table.

2 Complete this table of phrases for writing emails, letters, notes and memos with the underlined words in Evelyn's correspondence.

	More formal	Less formal
Opening salutation	Dear ...	Hi ...
Give reason for writing	(1) _____	Just a quick note to say ...
Refer to previous contact	(2) _____ _____	Thanks for your email ... It was good to see you last week ...
Make a suggestion	I would like to suggest that ...	(4) _____ What about ...
Apologise	(5) _____ _____	I'm afraid that ... (6) _____
	We apologise for any inconvenience caused by ...	
Give good news	We are delighted to ... (7) _____	Great news!
Give bad news	(8) _____ We regret to tell you that ...	The bad news is ...
Request	I would be grateful if you could ...	(9) _____
Offer help	If you have any further queries / problems, please do not hesitate to contact me ...	(10) _____ _____
Remind	(11) _____	(12) _____
Refer to future contact	(13) _____ _____	(14) _____
	I look forward to meeting you again soon.	
Closing salutation	Yours faithfully (when the letter begins <i>Dear Sir / Madam</i>) (15) _____ (when the letter begins <i>Dear Mr / Ms / Mrs</i>)	Best regards / wishes All the best

3 You are a manager at Lar Bonner. After a meeting with staff, the company has agreed to extend parental leave for fathers from two weeks to three weeks. Write a memo to all staff.

- Refer to the previous meeting.
- Say when the new system will begin (25th September).
- Remind staff that their managers need one month's notice.

1.3

Speaking Test: Part One

EXAM FORMAT

Exam Success

The initial questions in this part of the test are usually the easiest to answer. However, candidates sometimes make mistakes because they are nervous so it's important to practise.

EXAM PRACTICE

There are three parts to the Speaking Test. In this Exam spotlight you will look at Part One, which lasts for three minutes in total. The examiner will ask questions to both candidates during this time. The questions are quite general at first: about yourself, your studies or career, and about where you come from. Afterwards, he or she may also ask you questions about business topics.



1 Here are some responses by a candidate to the general questions in this part of the test. They each contain one mistake. Can you correct them?

- 0 My name^s Pierre.
 A Yes, I am thinking English is very important for this kind of work because everyone uses English in business nowadays.
 B Well, it's a business studies degree and I'm interesting in marketing.
 C I from a small town in northern Switzerland.
 D I'd like work in a marketing department so I've started applying for jobs with companies in Switzerland.
 E Actually, I'm just finish my degree at the University of Zurich.
 F Since about six years.

2 Complete the beginning of a Speaking Test with answers 0–F from exercise 1.

- Examiner** First of all, I'd like to know something about you. What's your name?
Candidate (1) _____
Examiner And where are you from?
Candidate (2) _____
Examiner Do you work or are you a student?
Candidate (3) _____
Examiner OK. So what do you like most about your studies?
Candidate (4) _____
Examiner What are your plans for the future?
Candidate (5) _____
Examiner Do you think English will be important to you in your career?
Candidate (6) _____
Examiner So how long have you been learning English?
Candidate (7) _____

3 Work in pairs. Practise a similar conversation between the examiner and the candidate using the questions in exercise 2.

Learning Tip

When you practise speaking, record yourself and listen to yourself afterwards. What did you do well? Did you make any mistakes? What can you improve?