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 NATIONAL
GEOGRAPHIC
LEARNING

NEW ERA
BUSINESS ENGLISH

新时代

商务英语综合教程

教师用书

1

清华大学出版社

NEW ERA BUSINESS ENGLISH

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Preface

改革开放 40 年，商务英语专业创办 10 年来，全国已有 367 所高校开设了商务英语本科专业，商务英语人才培养在我国已初具规模，商务英语人才培养体系不断完善，一个突出的标志就是核心课程和核心教材建设。近年来，商务英语专业教材建设的特点是：引进和原创相结合，引进了一批国际知名的经典商务英语教材，如 *Market Leader*、*Intelligent Business*、*Cambridge Business English Certificate* 等，而且，还自主开发了一批商务英语教材；其次是继承和创新相结合，在继承外语技能教学优良传统的同时，将语言、文化、商务相结合，解决了打牢英语基本功、学习文化、培养商务意识和商务素养兼顾的难题；此外，教材和课程建设同步，通过编写教材，创建了“综合商务英语”等一批新课，打造出“金课”，有力地推动了商务英语专业核心课程和教材建设。

根据 2018 年教育部颁布的《普通高等学校外国语言文学类本科专业教学质量国家标准》的要求，商务英语专业必须开设 17 门核心课程，其中最重要的一门课程就是“综合商务英语”。该课程是商务英语专业基础阶段的英语技能主干课程，对打牢学生的商务英语基本功、拓展商务文化、培养商务意识和商务素养极为重要。

针对“综合商务英语”主干核心课程，清华大学出版社引进了著名的剑桥商务英语经典教材，并按国家标准的要求，组织强大的商务英语教材编写团队，经过精心改编，推出了“新时代商务英语综合教程”。这套教材具有以下六个特点：

第一，原版引进著名的剑桥商务英语教材，该教材编写和出版质量高，在国外面世后多次再版，多年畅销，经久不衰，堪称经典。

第二，改编后的教材共分为 4 册，适合 1-2 年级“综合商务英语”课程 4 个学期使用，每学期使用 1 册。每册 8 个单元，4 册共 32 个单元，每个单元包含 2 篇课文，适用于每周 4

个学时的课堂教学使用。

第三，所有单元的主题都与真实职场和商务活动密切相关，并经过精心编排，教材主题由浅入深，既相互联系，又相对独立。课文选材短小精悍，图文并茂，语篇鲜活，可读性极强，并配有充足的练习题，练习任务设计丰富而实用，兼顾词汇、语法、听说、写作、翻译、商务知识、商务文化、商务沟通等各方面。

第四，对引进教材做适当改编，以符合中国英语教学的特点和需求。此外，还增加了全英文的商务知识点和商务翻译，前者扩展学生的商务知识，后者训练学生英汉互译的能力，弥补了教材背景知识不足、没有翻译练习的缺陷。

第五，为第3册和第4册教材精心编配了商务案例分析单元，训练学生以问题为导向，以案例为对象，提高商务环境下分析问题和解决问题的能力。

第六，针对全国商务英语专业四级考试的题型和要求，教材练习部分增加了与四级考试相关的题型，帮助学生熟悉和了解四级考试的形式和难度。

本套教材适合全国商务英语专业应用型本科院校作为“综合商务英语”课程教材使用，也适合高职高专商务英语专业选用，同时也可作为经管类专业学生的专业英语教材，以及商务英语爱好者和企业员工英语培训使用。本套教材的改编得到了对外经济贸易大学、西南财经大学、华中农业大学、山东财经大学、安徽财经大学等高校的专家和清华大学出版社的领导 and 编辑的大力支持，在此表示衷心感谢。

谨以此纪念改革开放40年商务英语的发展，是为序。

北京语言大学教授、博士生导师

王立非

2019年1月于北京

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Unit 1 Job descriptions and interviews

Objectives

To enable Ss to talk about jobs, job applications and interviews
To practise reading and listening for specific information

Essential vocabulary

Jobs

accountant
consultant
human resources (HR) manager
marketing manager
production manager
sales executive

Duties

to attend (a meeting)
to deal with (a problem)
to discuss (problems)
to give (advice)
to interview (applicants)
to involve (+ -ing)
to keep (a record)

General

to advertise
applicant
to be based on
department
financial product
head
personnel

Work

to work as (job)
to work for (company)
to work in (the food industry)

to organise (a conference)
to provide (service)
to be responsible for (+ -ing)

Warming up

Task 1 T introduces the context of a global development seminar and then T focuses Ss' attention on the business cards, clarifying job vocabulary where necessary. Ss listen to six conversations and number the business cards in the order in which the people speak.



Suggested answers

1. Elif Güreli
2. Adrianna Marek
3. Silvio Ruben
4. Sunita Nandi
5. Hans Klett
6. Kurt Bjornson

Audioscripts

Conversation 1	Silvio	So, do you live in Geneva then—or are you just here for the meeting?
	Elif	No, I'm from Istanbul, but my company has an office here.
	Silvio	What kind of company is it?
	Elif	I work for an IT company. I'm a consultant.
Conversation 2	Hans	Where do you work?
	Adrianna	I work for a large pharmaceutical company.
	Hans	And what do you do?
	Adrianna	I'm the head of the marketing department.
Conversation 3	Kurt	So what kind of products do you sell?
	Silvio	Anything that helps people make money.
	Kurt	How do you mean?
	Silvio	Financial services. I sell investment products.
Conversation 4	Elif	Tell me, does your consultancy work with big companies?
	Sunita	No, we do the accounts for small and medium-sized companies.
	Elif	Ah, I see. Are all of your clients in London?
	Sunita	Most of them. But we also work for some international charities in Geneva.
Conversation 5	Silvio	So, you work in the food industry?
	Hans	Yes, I'm a factory manager.
	Silvio	Oh, really? What do you make?
	Hans	We produce frozen food.
Conversation 6	Sunita	And what do you do?
	Kurt	I manage a human resources department.
	Sunita	What kind of company do you work for?
	Kurt	We make packaging for fresh food.

Task 2 Ss decide individually (or in pairs) which person each question is for. The exercise recycles some of the vocabulary from the audioscripts but also includes some as yet unseen vocabulary, which T may need to explain.



Suggested answers

1. Silvio Ruben
2. Adrianna Marek
3. Elif Güreli
4. Sunita Nandi
5. Silvio Ruben
6. Kurt Bjornson
7. Hans Kletter
8. Elif Güreli
9. Kurt Bjornson
10. Hans Kletter (although Kurt Bjornson works for a packaging company, he works in Human Resources.)

Text A

Comprehension tasks

Task 1



Suggested answers

1. Because she normally sells her vaccines directly to doctors.
2. It's her job to organise a conference for the medical press so they can ask questions about it.
3. He is responsible for employing most of the people in the company.
4. Informing employees if the management isn't satisfied with their work makes him unpleasant.

Task 2 Ss read the notes about Adrianna Marek and Kurt Bjornson before read the text again. T explains any difficult vocabulary where necessary. T uses the feedback to check whether Ss have problems with the third person -s when talking about the people's jobs.



Suggested answers

- Adrianna Marek:
- b. Discusses new products with doctors
 - c. Deals with designers and printers
- Kurt Bjornson:
- b. Writes job advertisements
 - c. Chooses the applicants to interview
 - f. Deals with employees' problems
 - g. Informs employees if the management isn't satisfied with their work

Vocabulary

Task 3



Suggested answers

2. provide service
3. interview an applicant
4. deal with a problem
5. attend a meeting
6. keep a record
7. organise a conference

Task 4



Suggested answers

1. interview
2. organise
3. advertise
4. applicants
5. products
6. discussion
7. sales

Task 5



Suggested answers

- | | | | | | |
|------|------|------|-------|-------|-------|
| 1. a | 2. c | 3. b | 4. a | 5. a | 6. a |
| 7. b | 8. a | 9. c | 10. c | 11. a | 12. b |

Listening

Task 6 Ss work in pairs to make polite questions from the handwritten notes. They listen to the audio and compare their own questions with those in the interview.



Suggested answers

1. Could you tell me which countries you've dealt with?
2. Could you tell me how good your French is?
3. Could you tell me how many words a minute you can type?
4. Could you tell me why you left?
5. Could you tell me about which other programmes you use?
6. Did you design the presentations yourself?

T focuses on the functions of polite questions. T leads discussion of why indirect questions are used. T should elicit that they enable the speaker to be polite and relatively distant, as in a formal interview with strangers. Also indirect questions can be used for potentially embarrassing or difficult information-gathering. T makes the point that polite indirect questions are particularly useful when a new topic is being introduced but they are unlikely to be useful for follow-up questions. As long as the intonation is all right, direct questions can also be polite.

Audioscripts

- | | |
|-----------------|--|
| Duncan | So, Ms. Ribera, I'd like to ask you a few questions about your professional experience and qualifications, if I may? |
| Almudena | Sure. |
| Duncan | Now your CV says that you've experience of dealing with clients from different countries. Could you tell me which countries you've dealt with? |
| Almudena | My department publishes translations of foreign books. Most of them are English language books so I deal with America a lot and Britain. And sometimes Italy, too. |
| Duncan | So, America, Britain and Italy. So your English is obviously very good and you speak Italian, too. Could you tell me how good your French is? |
| Almudena | It's OK. I did French as part of my degree but it isn't as good as my English or Italian. |
| Duncan | So, that's reasonable French. Now, on your CV you say you have good keyboard skills. Could you tell me how many words a minute you can type? |
| Almudena | About sixty. I'm a bit out of practice at the moment since I don't do a lot of typing in my present job, but I could soon get up to speed again. |
| Duncan | OK, fine. Now, you are obviously an experienced Word user, but what about Excel and PowerPoint? |

- Almudena** At the moment, I use Excel a lot because I need it for all the cost sheets and the expenses forms, and also to help the editors with the figures for the publishing proposals. In my last job I also used PowerPoint for our presentations.
- Duncan** You used PowerPoint? Did you design the presentations yourself?
- Almudena** The Training Director planned them, but I had to do the actual computer work and make sure it worked properly during the presentations.
- Duncan** So that was at Informática. But it says here in your CV that you left in 2010. Could you tell me why you left?
- Almudena** I think the main reason was languages. I liked my job at Informática but all our clients were Spanish so I never got to use my languages. Then one day I saw the advertisement for the job at Ediciones Gómez and I'd always been interested in publishing, so I applied.
- Duncan** So why do you want to change jobs now?
- Almudena** Well, I still feel that I don't get enough practice with my languages...

Task 7 T writes the questions from Task 6 up on the board so Ss are clear what information they have to listen for, then Ss listen again and note down Almudena's answers. They compare answers in pairs before general feedback.



Suggested answers

1. America, Britain and Italy.
2. Basic (not as good as her English and Italian).
3. About 60 wpm.
4. She never used her languages and had always been interested in publishing.
5. Microsoft Word and PowerPoint—she uses Excel a lot in her present job.
6. The Training Director planned them, but Almudena did the actual computer work and made sure the equipment worked properly during the presentation.
7. In her last job she used PowerPoint for their presentation.

Business communication

Task 8 Ss work in pairs to find out about their partner's job. This allows Ss to practise the present simple and some of the vocabulary from the unit. Ss need to take notes as they will write an article about their partner's job. T reminds Ss that they can refer to the following expressions:

- 1) I work as an accountant with Quantum.
- 2) I'm responsible for checking companies' accounts/giving financial advice.
- 3) My job also involves giving financial advice/checking companies' accounts.
- 4) I deal with questions people have about their accounts.
- 5) As part of my job I have to produce financial reports.
- 6) I am based in Shoreditch in East London.

Translation

Task 9



Suggested answers

1. 我们通常把疫苗直接销售给医生，所以我的一项工作就是和医生讨论我们的新产品。
2. 最后，当我们生产出了一种新疫苗，我需要组织一个医药媒体发布会以便他们对新疫苗提出问题。
3. 我的工作也包括当管理层对员工工作不满意的时候，给员工发通知，这是我工作中让人不快的部分。
4. 工作描述是描述某个岗位的总体任务或者相关职责的文件。
5. 工作描述包括与机构中其他人，包括监督层、管理层以及和其他同事的关系。

Task 10



Suggested answers

1. Our company is a very good partner with overseas suppliers. We have dealt with each other for ten years.
2. Huawei's technical department has a job vacancy, which is advertised online.
3. Li Hua is the public relations director of the company and involves spending quite a lot of time dealing with other people.
4. Zhang Ming is in charge of organising a conference for the company's new product and will fly to Los Angeles tomorrow.
5. The sales department will conduct a customer survey in the near future to find out whether the customers are satisfied with the company's service.

Writing

Task 11



Suggested answer

Dear Jessica,

Could you please book me a return flight for the conference in London? I would like to arrive in London before lunch 14th May and leaving 18th May after 6 p.m. Thank you.

Text B

Comprehension task

Task 1



Suggested answers

1. Wrong
2. Wrong
3. Right
4. Doesn't say
5. Right
6. Doesn't say
7. Wrong

Vocabulary

Task 2



Suggested answers

- | | |
|------------|--------------|
| useful | objectives |
| current | interviewers |
| honest | tips |
| achievable | position |
| good | candidates |

Task 3



Suggested answers

1. Please find enclosed a copy of my CV.
2. I am very interested in the position because...
3. Since 2006 I have been working as...
4. I am writing with reference to your advertisement...

Task 4



Suggested answers

1. 30K = £30,000 salary O/T = overtime
60 wpm = 60 words per minute langs = languages
2. Temporary (until 2015).
3. Support the television production team.
4. Shorthand and word-processing skills (60 wpm); European languages an advantage but not required.
5. Flexible, motivated, enthusiastic with good communication skills.

Task 5 After Ss have matched the phrases, T checks Ss are sure of their meaning as a full group activity.



Suggested answers

1. how I heard about the job
2. qualifications
3. experience
4. why I want the job
5. CV and photo

Speaking

Task 6 Ss mingle in order to find out the information. This activity allows Ss to use the present simple and some of the vocabulary that has already been presented. It also allows T to monitor the use of the present simple and give further practice where necessary.

Task 7 Ss work in pairs and exchange their experience of interviews and their ideas of a good interviewee. T may encourage Ss to take notes and present their answers to the class for general discussion.

Business communication

Task 8 T does the first question with the whole class as a model before Ss work in pairs to complete their partner's form. To round off this activity, T may go through the exercise, eliciting Ss' questions at random. T should ensure that Ss do not only use indirect questions. If they do, it will be extremely unnatural. T checks that Ss used block capitals as instructed on the form.

If there is no time to do this activity in class, it may still be useful to ask Ss to fill in the form. Ss could either fill the form in for themselves or transfer the information from Almudena's CV. T may make extra photocopies of the form so that Ss can do both the oral exercise and fill in the form for themselves/Almudena.

Translation

Task 9



Suggested answers

1. 好的面试官会根据应聘者的申请和简历提前认真准备问题。
2. 重要的是积极谈论你如何处理工作中的问题。
3. 如果新工作不能给你提供你想要的一切，面试官会认为你可能不会在这家公司待很久。
4. 求职面试包含一个求职者和雇主代表之间的对话，目的是评估求职者是否应该被录用。
5. 面试是最常用的员工选拔手段之一。

Task 10



Suggested answers

1. She has overseas sales experience and is qualified for her current position.
2. If employees can't overcome their weaknesses, they will be fired by the company sooner or later.

3. The human resources department will evaluate candidates for the position of the accountant and the sales director.
4. Whether corporate social responsibility objectives are implemented is one of the criteria to measure the effectiveness of corporate management.
5. I always browse the praises and complaints of other buyers before shopping in Taobao.

Writing

Task 11 T asks Ss to consider how they would answer such questions (i.e. not just the answers but their general attitude when faced with such questions). Ss discuss in pairs before writing.

Ss read Text B and compare their own answers with the advice in the text.



Suggested answers

1. I want to study abroad after graduation. Moving to a new country is an eye-opening experience. I can learn about new cultures, improve my English, and further my education in Business.
2. I like marketing. My short-term goal is to develop and use my marketing and communications skills in a job like sales representative. However, I eventually want to develop into a position that allows me to continue to use these skills while also managing a marketing group.
3. When I'm working on a project, I don't just want to meet deadlines. Rather, I prefer to complete the project well ahead of its due date. While this means I never miss a deadline, it also means that sometimes I can find myself rushed when I'm working. I've since learned to slow down, be more patient, and give each project the careful attention it deserves.

Unit 2 Working conditions

Objectives

- To enable Ss to talk about working conditions
- To practise reading for gist and for specific information
- To enable Ss to think critically about working conditions

Essential vocabulary

Frequency words

annually
daily
monthly
rarely
weekly

Working conditions

at (the current) rate
bonus
break
day off
employment
equipment
health and safety
leave (holiday)
line manager
overalls
overtime
regulations
salary
shift
supplies

General

annoying
to arrange
to break down
to consult
efficient
in operation
instead of
to review
to run out of
stationery

Warming up

Task 1



Suggested answers

1. It's necessary for a company to have a suggestions box or a comments box at work, because using such a box can receive creative ideas from employees who would otherwise be too shy to suggest them, and cultivate a workplace environment that promotes outside-the-box type of thinking. Management may receive a fresh perspective on areas that they hadn't thought about. It's an opportunity to generate new and innovative products and workplace policies.
2. Employee suggestions boxes give employees opportunities to participate in