

21 世纪 大 学 商 务 英 语 系 列

王关富 陈 洁 总主编  
林添湖 总主审

# Business English

21

世纪

张 静 等主编 第一册

大学商务英语综合教程

教师参考书



21 / 世 / 纪 / 大 / 学 / 商 / 务 / 英 / 语 / 系 / 列

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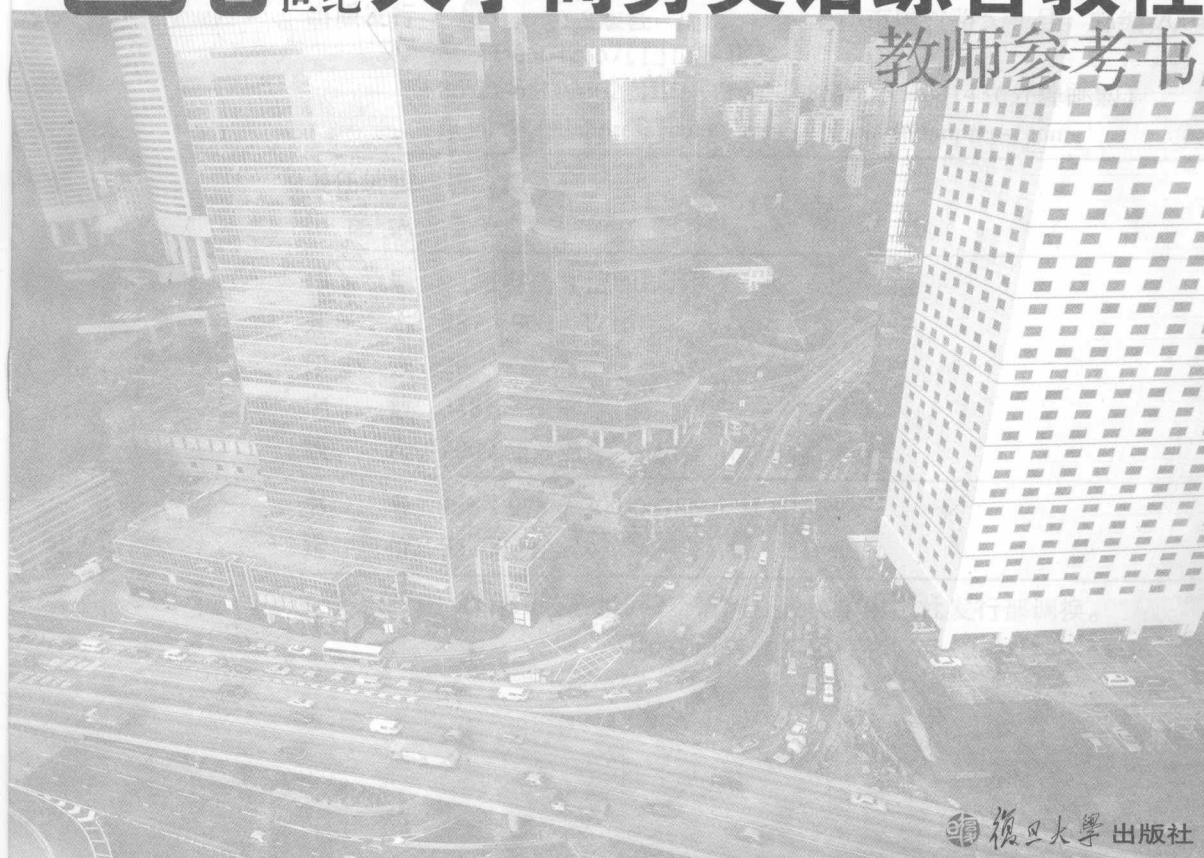
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## 大学商务英语综合教程

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# 序 言

商务英语教学和研究发轫于20世纪50年代初,其发展始终与国家的经济社会发展,特别与改革开放的进程紧密相关。商务英语教学和研究人員始终关注经济社会发展的实际需求,不断提升商务英语教学和研究水平,多年来为我国融入经济全球化,为经济发展和改革开放事业培养了一大批既熟练掌握英语语言技能又通晓商务知识,能在国际商务舞台上开展跨语言、跨文化和跨学科交际活动的复合型英语人才。

商务英语学科在其发展过程中,有三个重大事件是具有里程碑意义的:1994年搭建了全国性的商务英语研讨平台;1998年中国高校国际商务英语研究会成立;2007年国家教育部批准在高校增设商务英语本科专业。近年来,商务英语教学和研究的规模迅速扩大,培养规格、教学内容和教学方法日益规范,学科建设水平逐步提升。据有关单位统计,到目前为止,全国已有近700所高等院校开设了商务英语方向的英语专业或商务英语课程。2006年以来,其中的7所高等院校已先后获得教育部批准试办商务英语本科专业。根据相关部门和机构的规划,今后5年获准开设商务英语本科专业的院校将增至50所左右。

为了更好地规范商务英语教学,有关专家和部门正加紧工作,《高等学校商务英语专业本科教学要求》呼之欲出。为了满足有关高等院校对商务英语综合性基础教材的急切需求,复旦大学出版社精心策划,适时组织编写了《21世纪大学商务英语综合教程》。

担任《21世纪大学商务英语综合教程》总主编的王关富教授、陈洁教授和总主审的林添湖教授以及彭青龙教授,长期关注商务英语学科建设,是我国商务英语教学和研究领域的核心专家。教材编写人员都是在对外经济贸易大学 and 上海对外贸易学院长期从事商务英语教学的教师。这些具备英语语言技能、国际商务知识和商务英语教学经验的复合型教师强强联合,为大家奉献了一套特色鲜明、质量可靠的商务英语综合性基础教材。

《21世纪大学商务英语综合教程》具有以下特点:(1)它是以教育部《大学英语课程教学要求》和即将颁布的《高等学校商务英语专业本科教学要求》为

理论指导和编写依据的;(2)在编写过程中充分考虑到了从高中到大学的英语教学的连贯性和递进性;(3)整套教材遵循了“任务型教学”与“自主型学习”的教学理念与原则,重视外语教学的“输出”功能,重在培养学生的实际语言运用能力和在国际商务领域中的跨语言、跨文化、跨学科的交际能力;(4)教材的各个环节体现了英语语言技能训练与国际商务专业知识学习的交叉与融合,并以英语语言技能训练为主、辅之以国际商务专业的基本知识与技能;(5)教材充分体现了商务英语专业的学科交叉性、专业知识和技能的实用性以及教材在教学实践中的可操作性。

我深信,本套教材是商务英语教师的最佳选择之一,一定能提高我国商务英语的教学质量和效率。是为序。

中国高校国际商务英语研究会 副会长  
教育部高等学院外语专业教学指导委员会 委员  
上海对外贸易学院 副院长 叶兴国  
2009年5月于上海

# 使用说明

中国的经济改革和对外开放,以及全球性的经济一体化,使我国经济和社会迅速全面融入世界体系之中,使商务英语在我国得到迅猛发展,尤其是在2007年3月商务英语作为独立本科专业获得教育部正式批准后,其发展更是如日中天、势不可当。因此,我们完全可以预见商务英语在我国的发展必将驶入更快车道、迈向更高层次。

但商务英语能否快速健康地发展,在很大程度上取决于几个关键因素,而教材建设就是其中之一,这是商务英语专业建设的重要一环,是商务英语复合型人才的基本保证。鉴于此,我们汇集了国内商务英语界的强势人才编写了这套《21世纪大学商务英语综合教程》。

目前,国内高校商务英语专业或方向基础阶段的英语教学基本上还是采用传统的教材,即以纯语言文学的内容作为载体。但商务英语作为独立的本科专业后,基础阶段的英语教学究竟应该如何进行呢?我们认为商务英语专业应有别于作为专业方向的商务英语,更应有别于传统的英语专业,基础阶段就应让学生逐渐接触到商务英语的词汇、表达法和相关的专业信息。而要很好地实现这一目标,编写基础商务英语专业的教材势在必行。不过,基础商务英语教材的编写必须做到在展现其特色的同时,一定要保持传统英语专业中英语语言学习的要求和目标,确保商务英语专业的学生掌握好英语语言的基本功。为此,我们在编写这套教材的过程中特别重视以下几点:

- ☆ 以教育部颁发的《大学英语课程教学要求》为指导,力求使《21世纪大学商务英语综合教程》符合其教学要求,同时又体现商务英语专业本身的特点,为商务英语复合型人才的培养奠定基础。
- ☆ 与高中阶段的英语学习具有连贯性和递进性。编者认真研读了高中阶段的英语教材,并认真把握其内容和思路,使本套教材与高中英语教材有一个比较合理的衔接,以有利于新生更快适应大学的商务英语学习。
- ☆ 交际法和功能法有机结合。对商务英语专业的学生来说,最重要的是语言运用技能和沟通能力的培养。因此,交际法在商务英语的教学中之至关重要。功能法也十分重要,它是实现上述目的的手段,即通过系统

的语言功能的学习使学生具有更强的语言运用能力,达到更好的交际沟通目的。

☆ 语言技能与专业知识学习相结合,以语言技能为主、专业知识为辅。课文材料涉及商务背景与知识,但难度要有控制,有个循序渐进过程。选材力求精练、典型、可读性强。结合课程内容尽量多地为学生提供交流和练习的机会,在虚拟的商务环境中强化学生的语言技能,提高文化素质和跨文化意识。

☆ 在编写过程中,编者充分考虑到了以下两个变化:新入校学生的英语水平在不断提高;商务日新月异的变化。因此此教材的编写充分体现了这两者的变化,使教材的质量有了可靠保证,并力争使商务英语在成为独立本科专业后编写的第一套基础商务英语教材得到商务英语界专家、师生和社会的认可,在国内起到示范作用,具有权威性和推广价值。

《21 世纪大学商务英语综合教程》共四册,这是其中的第一册,使用对象为商务英语专业或方向的本科生,使用时间为第一学年第一学期。我们希望通过本教材的学习,有效训练学生听、说、读、写、译等英语语言技能,为下一步更深入地学习商务英语打下坚实的基础。

本册共分商业、管理、公司、产品和广告等 10 单元,每个单元为一个专题,从不同的视角循序渐进,点面结合。每一单元包括以下四部分内容: *Part One Lead-in Activities*, *Part Two Knowledge-based Learning*, *Part Three Task-based Learning*, *Part Four General Learning*。这四部分内容是我们全体编写人员共同谋划、精心设计的,目的是让学生比较娴熟地掌握商务英语语言的各项技能,初步接触和了解商务中的方方面面,更重要的是让他们在虚拟的商务环境中逐步培养交流与沟通的能力。

☆ *Lead-in Activities* (导入部分)是本书的亮点,选取了与主题紧密相关的商务领域真实的视频材料,为后面的正文内容作铺垫,其目的有三:1) 激发学生对各单元主题的兴趣;2) 训练学生的听说能力;3) 潜移默化地增强学生对商务环境和知识的了解。这部分的教学形式较为活泼,可以采取课堂提问、小组讨论等形式不断地重视视频内容,加深学生对该视频的理解。导入部分一般需要 15 分钟左右。

☆ *Knowledge-based Learning* (知识学习部分)和 *Task-based Learning* (任务操练部分)则是本书的重点,为教材的正文部分。*Knowledge-based Learning* 为每个单元的主体,主要是通过课文形式 (Text A) 讲解该单元的商务主题。内容包括:课文、生词、重要短语、专业术语、课文注释、语法聚焦、练习和名言小贴士等。重要短语是商务英语中的常用短语

和表达,专业术语则主要是涉及商务的重要概念;课文注释是对主课文中的一些长句和难句进行必要的解析并提供译文,以利于学生的准确理解;语法聚焦是根据主课文的语言特点就其典型的语法现象进行讲解,后面配有相应的练习,使学生能进一步巩固所学的语法知识,并能在实际的交际中熟练运用;练习形式有:术语与定义配对、短语填空、句子回填、语法训练和翻译等;名言和小贴士旨在提供与课文主题有关的一些思想火花。本部分需要学生进行重点学习,不但要通过课文学习有关该主题的新知识,而且需要运用从导入部分已获得的信息进行知识点的阐释和问题回答。本部分对知识的讲解以深、透为主,不仅在教师参考书上提供了大量的相关信息,而且在课文后补充了较多的专业词汇,以拓展学生的视野,加深其对该主题的理解。对主课文、背景知识、专业词汇的解释等大约需要 2 至 3 个学时。同时知识学习部分还配有形式丰富的练习,不仅检验学生在该单元所学习的专业术语,同时拓展他们对一般词汇的学习和应用能力。这一部分的练习大约需要 1 个学时。

☆ *Task-based Learning* (任务操练部分) 由一篇短小精悍(通常为 500 字左右)并与主题相关的商务案例开始。内容有课文和练习,练习以问题讨论、小组交流和活动为主,主要目的是提高学生口头表达、语言运用和人际沟通能力。本部分并不只注重对知识的灌输,而是专注于对商务概念的运用。对于该案例的学习既可以主旨为学习为主,也可以主旨和语言习兼顾(既让学生了解案例的意思,同时又学习相关的语言点)。本部分的案例一般都会涉及 Text A 中所学习的概念和知识,同时也会出现新的概念供学生学习。编者还设计了多种与案例相关的练习,让学生进行操练,使其在实际操作中加深对概念的理解。本部分旨在帮助学生巩固和运用相关的商务知识。对本部分的学习大约需要 2 个学时。

☆ 最后一个部分,即 *General Learning* (拓展学习部分) 的目的是帮助学生巩固和提高四、六级的阅读理解技能,因此所选的课文主题较为广泛,但大多与商务相关,并设有相关的阅读理解和词汇练习。本部分可以作为学生的课后练习,因此课上讲解并不需要花太多时间,一般 10 至 15 分钟左右。

为方便教师的教学、提高教学效果与质量,我们还推出了本教材的配套材料,包括视频、多媒体课件和教师参考书。在教师用书每单元的最后,编者都设计了较多的补充操作练习,教师在结束单元内容之前,可选一、两个练习布

置给学生独立完成,从而整体检验学生对该单元商务知识的学习情况。这一过程大约需要 15 分钟左右。

综上所述,本套教材每个单元的学习大约需要 6 到 8 个课时,教师可根据本校英语的课时量随机进行调整。

商务英语的教学要抓住两点一线,两点就是商务知识和商务英语技能,一线则是教学全过程体现商务知识与英语技能的并进。在教学中,教师要充分运用现代教学理念,以教师为主导,以学生为主体,大力提倡合作式和发现式学习方法,充分利用启发式和讨论式的教学形式,调动学生的学习积极性和主动性,在课堂上创造一种虚拟的商务环境和浓厚的语言交流氛围,使学生能初步熟悉和了解相关商务知识和背景,培养学生语言应用能力和人际沟通能力,并进而引导学生理论联系实际,培养其分析问题和解决问题的能力。

本册教材由张静担任主编,参与编写的作者为张静(第二、六单元)、王关富(第一、七、九单元)、蒿青(第四、八单元)、赵振琴(第五、十单元)、丁崇文(第三单元)。参与该书编写的教师长期来从事商务英语的教学与研究,对商务英语都有很高的造诣,其中有中央电视台商务英语节目的主持人、国内商务英语知名专家学者、商务英语教学名师等。

本教材在编写过程中,中国国际商务英语研究会会长、对外经济贸易大学校长陈准民教授非常关心和支持并给予了具体的指导,同时也得到了国内商务英语界众多专家和学者的关注和认可,更得到许多院校师生的期待和厚爱。对此我们深表感谢。我们还要感谢复旦大学出版社的大力支持,尤其是倪琴芬和唐敏对此套教材自始至终的参与、指导和协调。没有他们的付出与贡献,此套教材的出版难以想象。当然,由于各种原因,教材中难免会有疏漏和不足,我们热忱欢迎商务英语界专家和同仁,尤其是使用此教材的师生,提出批评意见和建议,以便今后改进。

编 者

2009 年 6 月 20 日

# Contents

<b>Unit 1 Business</b>	1
Part One Instructions on Lead-in Activities	2
Part Two Instructions on Text A	8
Part Three Instructions on Text B & C	24
Part Four Additional Activity	32
<b>Unit 2 Management</b>	33
Part One Instructions on Lead-in Activities	34
Part Two Instructions on Text A	35
Part Three Instructions on Text B & C	46
<b>Unit 3 Companies</b>	52
Part One Instructions on Lead-in Activities	53
Part Two Instructions on Text A	58
Part Three Instructions on Text B & C	76
Part Four Additional Activity	87
<b>Unit 4 Products</b>	91
Part One Instructions on Lead-in Activities	92
Part Two Instructions on Text A	95
Part Three Instructions on Text B & C	112
Part Four Additional Activity	116
<b>Unit 5 Service Industry</b>	126
Part One Instructions on Lead-in Activities	127
Part Two Instructions on Text A	131
Part Three Instructions on Text B & C	144
Part Four Additional Activity	151
<b>Unit 6 Advertising</b>	158
Part One Instructions on Lead-in Activities	159
Part Two Instructions on Text A	160
Part Three Instructions on Text B & C	170

<b>Unit 7 Career Development</b>	174
Part One Instructions on Lead-in Activities	175
Part Two Instructions on Text A	182
Part Three Instructions on Text B & C	199
Part Four Additional Activity	205
<b>Unit 8 Communication Skills</b>	210
Part One Instructions on Lead-in Activities	211
Part Two Instructions on Text A	213
Part Three Instructions on Text B & C	233
Part Four Additional Activity	237
<b>Unit 9 Business Environment</b>	241
Part One Instructions on Lead-in Activities	242
Part Two Instructions on Text A	247
Part Three Instructions on Text B & C	263
Part Four Additional Activity	271
<b>Unit 10 Economic Systems</b>	272
Part One Instructions on Lead-in Activities	273
Part Two Instructions on Text A	278
Part Three Instructions on Text B & C	294
Part Four Additional Activity	304

# Unit 1

## *Business*



### **Learning Objectives**

#### **1. Knowledge-based learning objectives**

In this unit, you will learn:

- ◆ the concepts of business and profit
- ◆ the goals of business
- ◆ the composition of business
- ◆ the enterprise and entrepreneur
- ◆ the evolution of business
- ◆ the impacts of business

#### **2. Task-based learning objectives**

After learning this unit, you will be able to:

- ◆ discuss the concepts of business and profit
- ◆ state the purposes of business
- ◆ describe the composition of business
- ◆ comment on entrepreneurs
- ◆ describe relationship between business and quality of life
- ◆ analyze promising opportunities of business



## *Part One Instructions on Lead-in Activities*

**1. Before watching the videos, think of the following questions and give a brief answer to each of them.**

**1) What do you think the primary goal of a business is?**

The primary goal of a business is to serve the needs of consumers and seek to make profits by serving its customers.

**2) What are the primary decisions a business normally makes?**

A business normally must make three types of decisions: management, marketing, and finance. Management decisions determine how its resources are allocated; Marketing decisions determine the product(s) to be sold, along with the pricing, distribution, and promotion of the product(s); and financial decisions determine how it obtains and invests its money.

**3) What are the important features of successful business people?**

Ten features are common among successful business people. They are:

- recognizing the value of their business and themselves;
- trusting what they believe is their purpose in business and life;
- focusing on positive outcomes in their business and their life;
- maintaining a work and personal life balance;
- developing a support system of people with similar mindsets;
- keeping a level of self-confidence about their business and personal plans and actions;
- maintaining a keen awareness of their vision, mission and goals for their business and their life;
- seeking outside advice;
- recognizing and admitting their limitations; and
- demonstrating their passion for what they do in their business and personal life.

**2. Watch Video 1 and complete the following tasks.**

**1) Identify the following statements according to the video. If it is true, put**

“T” in the bracket; if it is false, put “F” in it.

(T) A. (F) B. (... take goods and services for granted. )

(T) C. (F) D. (... by various heavy industries. )

(T) E.

2) Watch the video again and answer the questions below.

**A. Why do men and women establish businesses?**

Men and women establish businesses in the hope of making profits.

**B. What would happen if all the goods and services were taken away from us?**

Each of us would have to work single-handedly to create the bare necessities of our life.

**C. Where did cereal come from?**

It started as growing grain on a farm long before you bought it in a grocery store.

**D. What is the role of lumbering and fishing?**

Lumbering and fishing make up another basic industry which supply raw materials to our business system.

### Script for Video 1 :

#### What Is Business?

Main street, the main business street of the town. Business? What is business, anyway? Business is everything we see along this street, and much more. It is any enterprise which is organized to satisfy our wants for goods and services. Men and women establish businesses in the hope of making a profit. Thus they earn their livelihood by supplying goods and services which others desire. The world is so full of these goods and services that we take them for granted. Yet without them we could have almost none of the things that we have come to consider necessary for our comfort and safety. Just think what it would mean if all these were taken away, and we were suddenly required to produce our own food, make our own clothes, build our own homes.

It would mean living like this. Each of us would have to work single-handedly to create the bare necessities of life. For it is business, organizer of cooperative effort among people, and creator of elaborate machinery and equipment which is

responsible for the comfortable life we live today.

Business set the stage for this scene of Harrison family at breakfast. Business built their comfortable home, provided father with the clothes he wears, fashioned the spoon that John is using, manufactured the chair in which mother sits, and produced the breakfast cereal Joan is eating.

That cereal, now, where did it come from? It was bought in a box from a grocery store, of course, but long before then, it started as growing grain on a farm. We seldom think of farming as a business. Yet agriculture is one of the basic industries which make up one phase of business activity.

**Production:** farms produce the food for our tables, materials for our clothing, hides for leather products, and raw materials for many other things. Although less than a quarter of our population live on farms, these people are able not only to supply our wants, but also to produce a surplus for export, thanks to improved farming methods, and to modern machinery produced by other businesses. This is one example of how various types of business work together and assist each other, not only within one country, but throughout the world.

Lumbering and fishing make up another of the basic industries which supply raw materials to our business system: wood pulp for paper, lumber for our houses and furniture, fish for direct consumption and for canning.

Still another basic industry is mining. Many things we use everyday have some sort of metal in them. But mineral ores cannot be used in their natural state in making the products we need and want. They have to be refined and fabricated by the various heavy industries. And even when iron ore has been transformed into sheets of steel, it still is not in the form of a product commonly used, such as this toaster on the Harrison's breakfast table. What is needed is the work of another type of business, the fourth of our major industries, manufacturing. This is the real heart of business activity. Mass production enables more people to obtain more of the things they want, and in so doing, provide jobs for thousands of workers.

The assembly line shows again how business brings about the cooperation of many people to supply the wants of all. The toaster is manufactured not only by the workers you see here, but by men and women employed in the many widely separated factories that produce the various parts here assembled into a finished product. Thus any business concern is dependent upon many others, some of

which may be located in distant parts of the world. Each is a customer of the various concerns which produce the materials it needs. And each in turn serves its own customers with the goods it makes. We have examined the production phase of business activity, which includes farming, lumbering and fishing, mining and manufacturing. But it's not enough for business merely to produce goods. The toasters manufactured here for instance must reach the homes of the people who want them. Production is but one phase of business activity.

The second is distribution. Sometimes distribution is a very simple matter. John's egg for instance was delivered to the door directly by the farmer, but, in most cases, as with the toaster, goods must move long distances and pass through several hands in going from producer to consumer. From the factory, the toasters are shipped to wholesale houses in different sections of the country, and in foreign lands. A wholesale house buys various products in large quantities from producers, and resells them in smaller quantities to retailers. For many of the products we use the wholesaler acts as an important link in the chain of distribution. From the wholesale house the goods are distributed to various retailers, the merchants who deal directly with the ultimate consumers, the people who use the products. The retail store is the part of the distribution system with which we are most familiar. All retail stores, no matter what kind of merchandise they handle, have a common purpose: to sell goods directly to consumers. It was a retail merchant who sold the Harrison's their toaster.

Production, distribution, and there is yet a third phase of business activity, one which neither produces goods nor distributes them, but whose chief function is to provide needed services. When Mrs. Harrison makes out a grocery list, she doesn't need to carry it to the store, she may instead telephone her order. Communication, by telephone, telegraph, and radio, is one of the truly vital services provided by business. The ability to communicate rapidly with people across the town and across the world has helped bring about more widespread cooperation among different business organizations, and consequently has made all business activities everywhere, more interdependent, more upon the others.

Another essential business service is transportation. Modern means of transport enable all of us to move about quickly, wherever we wish and allow business to draw upon the resources of the world and to distribute the products of farm and