

曹 兰 主编

商务英语实训教程

Business English Workshops

- 以商务英语交际为载体，满足学生国际商贸业务的岗前知识和技能培训需求。
- 编排内容模拟仿真程度高，与涉外企业的实际业务运作过程相符。
- 任务设计的行业背景和产品载体具有较强的可复制性，有利于培养学生的在岗自我发展能力。
- 以行动研究理论和反思性教学理论指导实训活动的过程记录和评价，体现实训活动评价的过程性、多元性和客观性。



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全国高职高专院校商务英语规划教材

商务英语实训教程

Business English Workshops

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前言

PREFACE

随着我国对外开放力度的不断加大,特别是在商贸活动日益全球化以及中国加入WTO这一国际性商贸组织的大背景下,英语学习已从单纯的语言交流走向多元化,对既熟悉国际商务又熟练掌握英语的高级复合型人才的需求也越来越大,对从事或即将从事国际商务活动人员的专业知识和外语素质提出越来越高的要求。为了适应新形势的需要,目前各类职业院校根据地方行业不同需求,开设不同名称的涉外英语专业,如:商务英语、外贸英语、经贸英语等,但就实践操作训练而言,都有一个明显的共同点——培养学生在国际商务环境中借助商务英语开展国际商务活动的能力。面对市场竞争和企业对掌握应用性技能的实用人才的迫切需求,如何建设和改革涉外英语专业的实践实训课程,培养行业所要的大批优质的能从事国际商务活动的人才已成为增强职业院校学生就业竞争力所急需解决的难题。《商务英语实训教程》的编写正是为了适应这一需求而作的尝试。

本教材是针对高职经贸类专业、应用英语专业和商务英语专业学生编写的岗前模拟实训教材,旨在培养学生在各种商务环境下熟练运用英语知识与技能的能力。教材紧扣区域经济发展需求,以典型的企业产品为模拟商务活动的载体;以学生毕业求职,到不同行业的涉外企业入职,并从熟悉企业和产品开始,直至成为能独立操作国际商贸业务的能手为主线;以商务活动情景为语言呈现方式进行选材和编写,力求真实地反映国际商贸业务所涉及的主要活动和环节,注重训练国际商务活动中的各种相关语言表达方式和方法。本着“在商务环境中学习、实践语言,通过语言运用,提高商务知识和技能”的宗旨,本书提供各种商务英语情景,让学习者有充分的机会将商务知识与技能和语言知识与技能融会贯通;既重视语言和专业知识的输入,又强调语言综合技能的培养,突出语言的实践性。

教材由12个模拟工作坊(Workshop)组成,每个工作坊有实训目标、任务描述和分

析、口头训练任务、书面训练任务、师生过程评价、常用词汇、短语和表达方式、知识拓展等八个部分组成。

教材的最大特点在于:

1. 以典型的产品为商务英语交际活动的载体,任务编排符合即将从事国际商贸业务学生的岗前知识、技能熟练需求;

2. 编排内容模拟仿真程度高,与涉外企业的实际业务运作过程相符,具有较强的实用性、可操作性和针对性;

3. 任务设计的行业背景和产品载体具有较强的可复制性。教材所选的典型行业、典型企业产品可根据不同区域内的行业、企业的实情进行替换,有利于培养学生的在岗自我发展能力;

4. 以行动研究理论和反思性教学理论指导实训活动的过程记录和评价,体现实训活动评价的过程性、多元性和客观性。教材专门针对国际商务交际活动设计了口语交际和书面交际的评价标准;每个模拟工作坊编排了 Students' Reflective Account of Task Practice 和 Performance Assessment Record by Instructors and/or Peers。

教材主要使用对象为高职经贸类专业、应用英语专业或商务英语专业的高年级学生。学生使用本实训教材前,应学完国际贸易实务、外贸函电、单证等课程,所需课时为60学时左右。

教材由曹兰负责设计总体框架并编写大纲。曹兰负责 Workshop 1、Workshop 2、Workshop 3、Workshop 4、Workshop 5 的编写;高俊丽负责 Workshop 6 和 Workshop 11 的编写;庞德美负责 Workshop 7 的编写;肖桂兰负责 Workshop 8、Workshop 9 的编写;张成伟负责 Workshop 10 的编写;苗长娜负责 Workshop 12 的编写;最后由曹兰负责统稿、定稿工作。

在本教材的编写过程中,孙国忠负责审订并在水外贸专业知识方面提出了宝贵的意见。

在编写过程中,编者参考了国内外出版的一些教材,获益颇多,编者在此谨对所参考的教材、专著的版权所有表示衷心的感谢。

由于时间仓促,编者水平有限,书中的缺点错漏之处在所难免,尚望专家及使用者不吝赐教,以便今后进一步完善修改。选用该书的学校请与苏州大学出版社或本书编者联系,E-mail:caolansally@yahoo.com.cn,tangdingjun@suda.edu.cn。

主编

2011年3月

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Workshop 1

Job Hunting



Training Objectives

- ◆ *To be able to find sources of job vacancies*
- ◆ *To be able to introduce oneself in job interviews*
- ◆ *To be able to write resumes and letters of application*
- ◆ *To be able to behave properly in communication*

1. Task Description and Analysis

►► 1.1 Task Description

Mary Cai, Bob Sun and Henry Du, majoring in International Trade and Economics, Applied English (Foreign Trade Oriented), Marketing respectively, are to graduate from the college in the coming July. They are now busy searching various information on job vacancies, preparing their resumes and letters of application, and having interviews one after another.

►► 1.2 Task Analysis

Mary Cai went to a job fair two weeks ago and left her application for the position of a salesperson in quite a few companies. Fortunately, one of the companies, Heartman Fashion Corporation Ltd., was interested in her and called her to have an interview. Mary Cai is now preparing for her interview. She is searching for the information about the company with regard to its location, history, range of products, market, etc. She is also cramming herself with the vocabulary, expressions and knowledge relevant to this line. In the meantime, she never forgets to go over DOs and DON'Ts in the interview and frame the questions she will ask.

Bob Sun is interested in a job position advised in *Changzhou Daily*, to be a translator/an interpreter as well as part-time salesperson, in an export-oriented machinery manufacturing company. He is now preparing his resume and letter of application.

Henry Du has experienced two interviews but failed to be recruited. Recently he has frequently visited different employment markets on the Internet and tried his luck. Today he came across a recruitment advertisement—a floorboard company needs salespersons to help promote their products into North American market. Since English is his advantage, he wants to have a try. He is now updating and refining his resume and letter of application, and contacting the company via e-mail.

2. Oral Tasks

►► 2.1 Sample Dialogues

Sample Dialogue 1

Applying for the position of assistant to a real estate manager

C(Candidate): Cheng Dong I(Interviewer): Amy Modern

C: Good morning.

I: Good morning. Sit down, please.

C: Thank you.

I: You are Cheng Dong, aren't you? I am Amy Modern, Director of the HR Department.

C: Yes, I'm Cheng Dong. Glad to meet you, Ms Modern.

- I: Glad to meet you, too. I've gone through your resume and would like to know more about you.
- C: Thank you for your interest in me.
- I: To start with, would you like to tell me a bit about yourself?
- C: Sure. I'm a senior student at Guangdong University of Finance. I expect to graduate this summer. My major is Marketing.
- I: So, why did you choose our company?
- C: As far as I know, your company is one of several leading real estate developing corporations which have performed very well in recent years. I think working here would give me the best chance to use what I've learned at university.
- I: As a major in Marketing, what do you think you can do in the industry of real estate?
- C: Well, I'm good at promoting sales, and particularly good at tackling problems. For example, I know I must first analyze the problem and work out its major cause. Then I will be able to search for ways to solve it from the available data.
- I: Sometimes data is not enough. Have you got any relevant experience in this field?
- C: Last year, during the probationary period, I was offered a chance to work part-time in a real estate company in Nanjing, helped advertise the sales of apartments. I really learned a lot from the experience, especially learned how to assess people's strengths and abilities and convinced them to buy apartments suitable for them.
- I: Can you cope with hard work under pressure and in a tough environment?
- C: No problem. I don't care about pressure or the environment as long as I enjoy the work.
- I: Good. Now, do you have any questions to ask?
- C: Yes, I've got one. Are there any opportunities for employees to be transferred to the head office in Hong Kong or other branch offices around the nation?
- I: Probably. I think you are likely to be sent to work in the Beijing branch to get experience later on once when you have proved your work.
- C: Oh, great. If I'm accepted, I will do my best for the company.
- I: I wish you luck! We'll notify you of our final decision by Friday.

C: Thank you, Ms Modern. Goodbye.

I: Goodbye.

Sample Dialogue 2

A: Interviewer B: Interviewee

A: Miss Sheng, you've given me some personal information. I'd also like to know something about your educational background.

B: OK. Let me start with my middle school education. From 1990 to 1996, I studied at Suzhou No. 1 Middle School. When I finished middle school, I went to college.

A: Which university did you attend?

B: Dong Hua University.

A: When did you graduate from that university?

B: I graduated in 2000.

A: What faculty did you study in?

B: Faculty of Business and Management.

A: What was your major?

B: I majored in International Business.

A: Did you get a BA degree?

B: Yes, I did.

A: Did you take any English courses during your study at Dong Hua University?

B: Well, English was my minor. Actually, we were required to pass the TEM 4 and TEM 8 tests. I passed those two tests with honors.

A: What do you mean by the TEM 4 and TEM 8 tests?

B: Those are national English proficiency tests designed for English majors.

A: Great. Miss Sheng, what did you do after you graduated from the university?

B: I joined an import and export corporation, a state-owned enterprise. I worked in the Export Department.

A: How long did you work there?

B: Three years.

A: May I ask why you left that company?

B: Well, there were two reasons. First, I didn't like the management there. It seemed that everyone ate out of the same big pot. Second, I didn't see any prospects of promotion. People weren't promoted according to their ability and contribution, but based on their relationships with the superiors, that is, *guanxi*.

A: What's your present job?

B: I'm now working in a US funded company, Changqi Trading Company. Though I have a decent salary, I don't like that work so much, for the simple reason that the work is very easy, not challenging and creative at all. So I decided to change my job.

A: Why did you choose our company?

B: Two weeks ago, I read your advertisement in *Youth Daily*. Your company is a famous multi-national corporation. I'm sure I would be able to better develop my abilities if I had a chance to work for your company.

A: Do you think your present employer will let you leave your present job?

B: I don't think that's a problem. My contract expires next month.

A: By the way, do you have any special skills or other qualifications?

B: I am quite proficient in English and can speak fluent Mandarin, Cantonese, and a little French.

A: Can you use a computer?

B: Yes, I'm quite familiar with such software as Windows XP, Microsoft Word, Excel, and Powerpoint.

A: When do you think you can be available for this job?

B: I think I can start in a month.

A: What starting salary would you expect?

B: I would expect the appropriate rate of pay for a person with my experience and educational background.

A: Is there anything else you would like to ask me before we close our interview?

B: I'd like to know something about the working hours and fringe benefits, if you don't mind.

A: We work a five-day week with occasional overtime. We'll offer a starting salary of RMB 3,000 a month and you would be eligible for a pay rise after your six-month probation. As for the fringe benefits, you'll enjoy unemployment insurance and health insurance, as well as a ten-day paid vacation a year. In addition, you'll receive a year-end bonus, which is based on your work performance and contributions to the company. Any more questions?

B: No. I think that's all I want to know.

A: All right. How can we get in touch with you when we've made our decision?

B: You can contact me by phone. My telephone number is in my resume. Thank you for this opportunity. I look forward to hearing from you soon. Goodbye.

A: Good luck to you. Bye.

►► 2.2 Instructions for Task Performance

- Task 1: Divide students into pairs and role-play the above dialogues.
- Task 2:

Situation: Mary Cai is now having the interview with the manager of Human Resource in Heartman Fashion Corporation Ltd.

Divide students in pairs. Require them to make up a dialogue based on the given situation and act it out by taking turns to be the interviewer and interviewee.

►► 2.3 Performance Records

To show the knowledge, skills and competence you have gained through learning and practising of the tasks, you are to prepare the following evidence for performance assessment.

- * Your role-play of the sample dialogues
- * Your task-based simulation presentations

3. Writing Tasks

▶▶ 3.1 Samples

Sample Resume 1

Name: Sandy Lin

Address: 15/F, Tower 2 , Bright China, Building 1, Beijing.

Objective:

To contribute acquired administrative skills to a senior secretary/word processor position.

Summary of Qualifications:

More than 13 years administrative/clerical experience; type 90 wpm.

Self-motivated; able to set effective priorities and implement decisions to achieve immediate and long-term goals and meet operational deadlines.

Proven communication abilities, both oral and written.

Professional Experience:

- 1988–Present CALDYNE ASSOCIATES, Providence, RI

Secretary

Process technical reports, engineering specs, and traffic studies utilizing multi-mate WP. Type all requisite documents for staff of 30 professionals. Arrange meetings, handle incoming calls. Expedite UPS mailings, Federal Express, faxing and courier services. Type statistical charts, manuscripts, correspondence, and minutes. Order supplies, coordinate daily meetings, arrange luncheons, and administer labor cards.

- 1984–1988 BRISTOL BANK, Bristol, CT

Secretary/Receptionist

Utilized call director, typed reports, letters, and expense sheets. Reserved conference rooms, order supplies. Responsible for calligraphy assignments.

- 1981–1984 SARGENT AGENCY, Hamden, CT

Secretary

Assigned to school of public health. Managed typing of medical charts used in textbooks for government funded medical program in Iran.

Education:

Pollack Secretarial School, Jackson, TN 1979

Computer Skills:

DOS, Microsoft Word, IBM Compatible, Lotus 1-2-3

Separate category for computer experience calls attention to candidate's technical knowledge.

Sample Resume 2

NAME: Sandy Bin

ADDRESS: 15/F, Toward2, Bright China, Building1, Beijing.

OBJECTIVE: A career within sales and marketing.

PROFESSIONAL EXPERIENCE:

- JOLENE'S Columbia, SC
- Marketing Director/Amber Rain, 1989 – Present
 - Maximize sales in 19 stores; consistently achieve monthly sales plan.
 - Recruit/Interview/Hire, train and develop counter managers and beauty advisors; stress improved customer service and follow through.
 - Act as liaison between Jolene's and Amber Rain account executives; communicate/execute corporate plans.
 - Merchandise cases/counters; oversee/organize stock areas; review stock control and productivity books. Actuate/implement promotional events to generate additional business. Hire/train freelance models to promote business. Conduct product sales and seminars for promotional agencies.
 - Review and analyze goals and retail sales; interact with general managers and cosmetic buyers.
 - Organize/Supervise 25 clinics and special promotional events.
- Marketing Director/Emerald Haze, 1984–1989.
 - Responsible for 25 stores and \$3 million account. Improved staffing, increased