

全国应用型本科商务英语系列规划教材

# 商务技能综合实训

辅 导 用 书

*C*omprehensive Practice  
on Business Skills Reference Book

刘妮雅 主编



对外经济贸易大学出版社  
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全国应用型本科商务英语系列规划教材

# 商务技能综合实训 辅导用书

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## 商务技能综合实训辅导用书

刘妮雅 主编

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# 出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程 1-4》、《商务英语听说》、《商务英语口语》、《商务英语口译》、《商务英语阅读》、《商务英语写作》、《外贸英语函电》、《商务英语翻译》、《商务知识导读》、《国际经贸文章选读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》、《商务技能综合实训》、《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考。

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2013 年 7 月

# 前言

本辅导用书是配合《商务技能综合实训》的教学而编写的,力图切实有效地帮助教师顺利完成《商务技能综合实训》所提出的课程目标教学。

本书的内容与教材一致,由以下几部分组成:

1. 教学重点、难点分析。本书对整个课程的知识体系,每一章的知识点结构、内容的前后衔接均做出了分析,使任课教师对全局与局部内容的关系有一个准确的把握。
2. 教学内容分析。包括学习内容的解读、具体教学进程等。
3. 参考译文。对教材中的英文部分进行了中文翻译。旨在使学生熟悉各种国际商务场景下的不同语言应用,并且掌握在不同的语言环境中的操作技巧。同时对老师备课起到辅助作用。
4. 补充材料。目的是帮助教师更好地备课,拓宽教学知识面,给学生提供更多的学习信息。
5. 习题解析。为了帮助教师组织好理论教学,本书对教材每一章之后较难的练习题都做出了解析,供任课教师参考。

本书由河北金融学院刘妮雅担任主编,赵惠娟、张欣欣、赵向阁、熊晓轶、郝军、沈华军参与编写工作。本书在编写过程中参考了大量的书籍和文献,未一一列出,在此向有关作者和出版社表示衷心感谢!

由于时间仓促,编者水平和能力所限,书中缺点及纰漏在所难免,恳请读者及各位同行批评指正。

编者

2013年2月

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# 第1章

## 求职面试

### 教学重点:

1. 求职面试中应注意的问题
2. 英文求职简历的撰写
3. 面试中的英文表达方式

### Focus:

1. What should be paid attention to in the interview?
2. How to write English Resume
3. English expressions at the interview

### 教学难点:

求职面试中应注意的问题

### Difficulties:

What should be paid attention to at the interview?

### 教学内容:

1. 职业和工作面试
2. 模拟面试
3. 求职信和简历
4. 推荐网站

### Contents:

1. Career & Job Interview
2. Simulated Interview
3. Application Letter & Resume
4. Recommended Websites



## 一、参考译文

### 1. 职业与工作面试

#### 职业与工作面试技巧

为什么如今找工作这么难？

让我们面对这种状况。如今找工作与十年前大不相同，我们生活在一个竞争日益激烈的世界。和你一样，很多人都在努力寻找一份工作——特别是找到一份他们真正想要的工作。

但是，你必须先克服首要的障碍：工作面试。

工作面试是你生活中最重要的交流之一。然而，遗憾的是，它大约只持续一个小时的时间。你只有这么长时间。在这短暂的时间内，你必须使面试官相信你绝对是最好的求职者。

从哪儿开始？

工作面试问与答

预测面试问题是准备面试最好的方法之一。准备好面试虽然需要做功课，但是做准备所花的时间是值得的——你对任何面试问题所做的回答都会在面试官的考虑范围之内。

经常在工作面试中出现的问题：

第一个问题

在任何工作面试的开始都会问到这个问题：

“谈谈你自己”

第一个面试问题是“热身问题”。而事实上，面试的最初十分钟是至关重要的。在这十分钟内面试官会决定是否雇用你，接下来面试官将为他的决定找到根据。

● 四个常见的“谈谈你自己”的面试问题和回答

1. 自我介绍：你必须说明你的姓名，你来自于哪里，以及你的简历的简单回顾。你也可以提供其他你选择提供的个人细节。

2. 教育：你应该告诉面试官你的学历和各种相关的已经获得的教育资格。

3. 专业经历：在面试中的标准问题是“谈谈你的专业经历”。根据你是一个新手还是

一个有经验的专业人士，你应该分享之前的工作经历。如果你是一个新手，你可以告诉面试官任何你认为与工作有关的事情。你可以说明你的专业能力和特长，或者你的任何爱好，等等。

4. 你的优点和缺点是什么：你在面试中可能被问到的棘手的问题之一是“谈谈你的优点和/或缺点”。因此，你应该准备这样的问题。一个常见的错误是将优点阐述成缺点。你应该诚实。你可以告诉面试官一两个缺点，以及你已经成功地改正或应对这些缺点的方法。另一方面，不要夸大你的优点。谈一些会对你的专业能力有积极影响的优点。

#### ● “谈谈你自己”面试回答的六个技巧

尽可能清楚、准确、坦诚。面试回答“谈谈你自己”的问题时，你应该避免一般的错误，并且遵循以下原则：

1. 信息简明扼要、具有相关性：首要记住的事情之一是使得信息简明扼要、具有相关性。尽量使用短句，并且在最短的时间内提供尽可能多的信息。

2. 不要重复履历的信息：你应该确定提供的有关自身的信息没有重复或复制履历中的内容。因此，你的履历中应该只包括必要的相关信息，而所有其他各类信息应该在“谈谈你自己”的回答中说明。

3. 虚假的或错误的信息：你应该记住的另一件事情是，当回答“谈谈你自己”的问题时，你不应该提供任何虚假的或错误的信息。如今背景核查已经变得非常重要和严格。据悉一些公司在员工工作多年后解雇他们，只是因为他们在最初面试时向公司提供了虚假信息。

4. 无关和不必要的信息：在回答问题中不提供无关和不必要的信息是十分重要的。这个问题看起来非常简单，然而，事实上这却是决定成功与否的关键问题之一，应聘者可能永远不能弥补过失，并因此失去工作机会。

5. 事实和数据：当谈论你自己时，做好面试官会提问有关你所提供的任何事实和数据进一步的问题的准备。例如，如果你说你已经获得了学士学位，请确定你带了复印件。任何没有相关证明的信息都可能被认作是可疑的和不明朗的。

6. 不要告诉他们：你不应该透露太多的信息。你可以告诉面试官你的爱好是钓鱼，但是告诉他在你最近一次钓鱼旅行中你漏掉了一条大鱼就是过多的信息了，除非面试官是狂热的钓鱼爱好者，并且鼓励你说出细节。你也不应该透露关于你的家庭的过多的信息。当然，你不得不告知他们家庭成员的数量，他们是否工作；如果有工作，那么在哪里工作，如此这类细节，但是我们不建议告诉他们除此之外的任何信息。

这些只是关键面试问题“谈谈你自己”的一些方面而已。

### 3. 求职信和简历

这部分你将学习如何写求职信和简历，从而找到满意的工作。

你申请工作时，需要写求职信。某种程度上，求职信是用来宣传或推销自己的推销信。准备简历也是申请工作中重要的步骤。它不同于求职信，通常附于求职信之后，用以概述你所有的资历。

#### 求职信

在求职信中，你应该谈谈公司需要你完成的工作，为什么你是最佳人选，以引起老板的注意。求职信的最终目的是得到面试的机会。你要使求职信简洁、清楚、工整、友好，给老板留下好的第一印象。

一般来说，一封好的求职信应该包括至少四点内容：

- (1) 信息来源：解释你是如何知道职位空缺的。
- (2) 主体：简要讲述你为什么对这个职位感兴趣，你为什么认为你能够胜任。
- (3) 目的：请求面试。
- (4) 结尾：让公司知道你的联系方式。

**技巧：**请不要重复简历的内容。

#### 简历

写一封有效的总结自身经历、技能和能力的简历对很多人来说都是挑战。一封专业的简历可以作为你留给未来老板的第一印象，你肯定不想因为一封未写好的简历而错过了工作机会。

简历目标陈述和职业经历总结应在简历的开始部分。这部分是你的简历中最重要的部分之一，因为这是阅读频率最高的地方。

写简历：技巧和简历格式建议

#### 1. 学生简历

学生简历的主要部分包括：

- (1) 教育背景和资格证书
- (2) 关键技能
- (3) 目标陈述
- (4) 兴趣和活动
- (5) 相关经历

## 2. 有工作经历的简历

你的工作经历是简历的中心。你要想快速吸引正在浏览一堆简历的老板的眼球，简历就需要：

- (1) 列出具体的成就：你成功完成的项目，你解决的问题，你提议的改进、设计和部署。
- (2) 简要、具体、专业：提供事实、数字、百分比、日期、姓名。
- (3) 提供职位、公司名称等，以及（简要）说明你的职责。
- (4) 然后，在下面使用子弹格式列出成就。
- (5) 使用行为动词。列出你的成就时用这些词开始：achieved, accomplished, managed, initiated, solved, developed, increased, improved 等。

## 二、补充资料

### I Initial Tips for Job Interview Preparation

Tips for job interview preparation from the time you receive the phone call inviting you to the first interview until you attend an interview.

#### ● What to Say at a Job Interview

##### 1. The art of listening

One of the first skills of a conversation, let alone an interview, is the art of listening. There is a major difference between hearing and listening. We hear music, an action in which we may miss some lyrics or some part of the music, but we hear what is important to us and what we should pay attention to. During an interview, one should remind oneself to hear, understand and keep in mind what the interviewer is saying.

##### 2. When to speak

Also, during an interview, one should keep in mind when to speak and when not to. People who speak when not required stand a high risk of being branded a talkative person, or a person who does not think properly before he or she speaks out. Therefore, take the time to keep silent

and listen to what the interviewers have to say. This is doubly important when you are facing more than one interviewer.

### **3. The information you provide**

During an interview, how much information you give out is as important as how much information you retain. Also, try to remain as calm and confident as possible. Make sure that you do not fidget while answering any of the questions. Fidgeting will only make the interviewer think that you are bluffing the interview. Concentration and focus are quite important at a job interview.

### **4. Provide facts**

Make sure that you have a short fact to share about whatever you tell the interviewer. This will only add to your resume later. However, the fact should not be too long and boring. Remember, the interview is of a very short time span. Give such facts only if the interviewer asks you about it.

### **5. Relevancy**

Additionally, make sure that your job interview focuses on relevancy. You should share any information relevant to your career, or the job profile in general, or even relevant to the interview. If the job requires certain abilities that you possess, make sure that your interview concentrates on those.

### **6. A team player**

Make sure that you give the interviewers an idea that you are a team player. Being a team player means a lot in today's corporate world. Also, once you have proven that you are a team player, you should try to put across the idea that you like to interact with your team members as well as other individuals on a general basis.

### **7. Motivation**

Another important aspect to put across is that you like to know more about the companies that you work for, so that you better understand the workings of the company and hence contribute to the values of the company.

### **8. Future plans**

Also, make sure that you tell them about any concrete ambition that you have.

## 9. Honest answers

Lastly, remember that an interview is just the beginning of the job and hiring process. There are several steps along the way where anything that you say will be checked and cross checked. Therefore, make sure that you are completely honest about your answers.

### ● What NOT to Say at a Job Interview

Here are some of the “don’ts” about appearing for an interview:

#### 1. Private information

One of the biggest mistakes that people commit at an interview is giving out private information when it is not needed, or even when it is simply not asked.

#### 2. Your weaknesses

Do not confess to any weaknesses that may put you in a bad light. If it were so bad, the interviewer would have already noticed it and not called you for an interview.

#### 3. Past problems

Another major problem is created when people speak about the problems that they encountered while they were in their previous jobs. Also, do not try to tell them about any personal likes or dislikes that you may have. Make sure that you do not talk to them about your past disappointments, or anything negative that you have to tell about your previous organization you worked with.

#### 4. The salary

Never discuss the salary unless and until you are asked about it. Salary negotiations are always carried out after receiving a job offer.

Therefore, saying the wrong things during the interview might cost you the job, while saying the right things might get you the job.

Additionally, you might be thinking of some tricky questions asked during your job interview and how to handle these questions.

### ● What to Bring to an Interview

When it comes to getting ready for the interview, make sure that you have the following at hand:



1. Folders for holding all documents, from education to job profile.
2. You should also carry at least two pens.
3. Make sure that you have at least two copies of your resume.
4. If you are using any references, make sure that you have their contact details with you.

Try to create a document that simplifies the connection between the company and your references.

## II Job Interview Process: Stages of an Interview Process

### 1. First interview—Initial face to face Interview or Phone Interview

This is the stage where the company informs you about the job position vacant in their company, or where you apply for the said post in their company. In any case, during the initial interview, the company tries to get any professional information about you and gauge whether you fit the requirements of the company. In case the company and you are situated in geographical locations that are far away, this can even be a phone interview. In the case of a phone interview, the interview is placed on a time that is mutually acceptable by both parties. During this, the company requires you to give the relevant information about your professional past.

### 2. Second Job Interview—2nd interview tips

The 2nd job interview step is a technical interview. If you have received a call for the second interview, you can be sure that you have a very good chance to be employed for the job. The second interview will basically have you meet the department head, or the individual in the company whom you would be reporting to. This is more of an interaction between two professionals than a job interview. If all is well, the individual will share with you your job responsibilities, and will try to know more about your professional skills and whether you fit the bill about the responsibilities that he or she has in mind for you.

A tip for the 2nd interview: You may be interviewed by your new teammates. This type of interview is called a team interview and is based on team questions related to your professional knowledge and competency based skill.

### 3. Third Interview—the 3rd interview: HR interview, Salary Negotiations

If you cross the second interview, you can be sure that you are almost employed with the company, barring some aspects that need to be cleared out—most importantly the financial part of it. The third interview will be a joint interview with the Human Resources Department as

well as the Accounts Department. Individuals from these departments will inform you about the rules and regulations that have to be adhered to by the company and therefore, rules and regulations that have to be adhered by you. You will also be informed about any documentation that is required for you to join the company. Also, the third interview is basically a bargaining interview, where the company informs you about the intent to hire you and the financials that they have in mind to take you on as an employee. During this kind of HR or accounts interview you will have to negotiate on your salary and other job conditions. There can be several interactions by you and the company between the third and the fourth interview. These interactions will basically circle around the confirmation of the documentation as well as further communication regarding the financials involved.

#### **4. Fourth Interview—Getting the Job Offer**

The fourth interview is by far the final interview when it comes to job interviews. The fourth interview revolves around your department head confirming that have you have been hired with the company and taking a verbal or written commitment from you about the joining date. The second part of the fourth interview will also have the HRD or the Accounts Department providing you with an offer letter or appointment letter, putting a final sign of the approval on your hiring.

Most of the interviewing processes have the above four stages (and at the same stages order). However, there can be a couple more stages in the interview process depending on the job profile and the nature of the company. Therefore, for clarifying the interview process, you may quest about it at the first interaction/interview with the company.

### **III Mistakes to Avoid**

It is known that there are many common failures job seekers make when they are attending interviews.

Here's a tip—learn how to avoid these mistakes and you get an edge over your competitors. No job interview is flawless. A good advice for your upcoming job interview is learning from others' mistakes.

#### **● 20 Common interview mistakes to avoid—the biggest job interview mistakes**

The following are the most common mistakes people make in interviews—the biggest make or break interviewing mistakes:

1. **Lack of a good preparation:** A research failure and lack of knowledge are the first mistakes one wants to avoid. One has to prepare himself making a good research on the company, the position and for every related questions that may be asked. Therefore, refine your answers to the technical questions, the hard questions and to the frequently asked interview questions. The more you practice, the more professional answers you deliver.

2. **Failure to highlight your achievements:** You should provide good examples of your background and skills against the position. Why are you good fit for the position? Sell yourself. Take the opportunity to talk about your past experience and achievements—sell yourself to the said position.

3. **Few words answers or talking too much:** uttering unexpected answers like saying the wrong things, wrong ideas, too-short-answers or at the opposite too-long-answers are the guaranteed ways to get eliminated from consideration.

4. **Arriving late:** avoid arriving late to job interviews. Though it may happen because of many good reasons, you should apologize first for recovering from this first interaction failure.

5. **Dressing inappropriately:** You should dress for an interview success as your job interview dress code is the first impression you make. So, show up like one who really wants the job.

6. **Body language failures:** A poor eye contact, bad handshake, sitting inappropriately and not smiling naturally are the best recipes for losing a job interview. Don't let nerves get the better of you—relax before an interview. Smile when it seems the right time and keep an eye contact with the interviewer as these little things make a difference.

7. **Lack of integrity and unloyalty—a complainer:** Avoid negative speeches and complain—don't say bad things about previous jobs and employers as this reflects back to you. The first impression you create when you're negative about someone is that your loyalty and integrity is questionable. How you speak about your previous employers gives an idea of how you'll speak about the next employers.

8. **Interrupting the interviewer:** You should firstly listen carefully to the interviewer questions before answering. You want your answers to be precise and professional. Therefore, respond only after you fully understand the question.

9. **Rambling the answer to weaknesses and strengths.**

10. **Bringing up personal details:** When answering the questions “tell me about yourself” candidates sometimes think the interviewer wants personal stories—sadly this is not the case. In fact, this is one of the most common interview mistakes. Be sure you have a set clear story about—