



浙江省高校系列教材建设项目 ● 商贸英语系列  
高职高专商务英语实训系列教材

总主编◎沈银珍

# • 商务英语工作项目实训

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# 商务英语

## 工作项目实训

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# 总序

改革开放以来的 30 余年中,随着我国对外开放力度的不断加大,尤其是中国加入世界贸易组织以后,越来越多的企业急需商务英语人才以应对来自国际、国内的竞争压力。正是在这一形势下,商务英语才得以迅猛发展,商务英语专业人才也备受青睐。

在我国融入世界经济一体化的背景下,几十年前的国际贸易英语和英语函电等课程的教学模式已经远不能适应时代的要求。同时,商务英语的内涵和外延意义与过去相比也发生了根本性的变化,全国范围内国际商务英语教学规模也日渐扩大。据不完全统计,全国近 800 所大学已经开设了商务英语专业或方向。而且更多的大学将获得教育部批准开设商务英语专业,商务英语专业将像星星之火遍布我国各大专院校。

作为专业,商务英语的重要性毋庸置疑。专业的进一步发展需要教材的支撑。然而,目前商务英语教材,尤其是针对高职院校商务英语专业的教材建设还不能尽如人意,系统、实用的商务英语教材更是凤毛麟角。正是针对这一需求,作为“浙江省高校系列教材建设项目:商贸英语系列”的“高职高专商务英语实训系列教材”应运而生。该系列教材主要针对高职高专国际贸易实务、商务英语、应用英语及相关专业而设计,以“工学结合、能力本位”的职业教育理念为指导,力求解决高职高专商科类专业学生在职场环境下的英语应用能力。

本套教材具有以下特点:

1. 单元主题内容突出,中心明确,脉络清晰,反映商务、旅游及日常生活中的主要话题;
2. 行业知识和职业技能互相渗透,编写原则以就业为导向,以职业能力为本位,以岗位要求和职业标准为依据;
3. 教材取材真实。着眼于企业的实际业务情况,所体现的工作过程翔实,内容新颖、明确,可操作性强。篇幅控制合理,难易度适中;
4. 单元编排清晰合理,练习设计内容丰富,形式灵活多样,针对性强,有利于能力的培养。

本系列教材由教育部高等学校高职高专英语类专业教学指导委员会委员、浙江省大学外语教学研究会高职高专分会会长、浙江经贸职业技术学院国际贸易系主任沈银珍教授担任总主编,每个分册主编分别为:《外贸英语函电》——金华职业技术学院徐腾飞;《外贸英语口语》——浙江经济职业技术学院李宏亮;《商务英语听力》——浙江金融职业学院曹深艳;《商务英语阅读》——湖州职业技术学院李丹;《商务英语工作项目实训》——浙江经贸职业技术学院刘旭平、朱铮铮;《商贸英语评估手册》——浙江经贸职业技术学院



沈银珍;《商务英语写作》——台州职业技术学院纪淑军。

任何教材的编写都会受到各种条件的制约,很难做到尽善尽美,因此需要不断修订和更新。希望师生们在使用该系列教材时能充分发挥灵活性和创造性,把教学的过程变成商务英语教学探索研究的过程,不断发现新问题,以帮助作者进一步修订和完善教材。

沈银珍

2011年7月



# 前言

以工作过程为导向的《商务英语工作项目实训》教材是为贯彻落实国家教育部《关于实施国家示范性高等职业院校建设计划，加快高等职业教育改革与发展的意见》（教高[2006]14号）和《关于全面提高高等职业教育教学质量的若干意见》（教高[2006]16号）文件精神，根据当前高等职业教育教学实际，结合当前社会经济发展趋势对商务英语人才培养提出的更高要求，在充分调研的基础上，打破传统的教材编写理念，以培养职业能力为核心，以工作实践为主线，按照工作过程（项目）来安排课程内容，采用工作任务驱动等模式进行编写，突出实践性，接近真实岗位和工作需要，实现理论与实践的有机结合。

本教材为浙江省商贸英语重点系列教材之一，力争打造该教材为精品教材。

## 编写原则

◆遵循以工作过程为导向、“工学结合”的原则，融英语听说技能和外贸商务相关工作内容为一体。

◆遵循开放性原则，在情景设置对话环节给学生主动学习和教师发挥创造性的机会。

◆遵循知识、能力和跨文化交际素质培养相融合的原则。

◆遵循岗位能力为本、理论够用、实用为主、理论与实践相结合的原则。

## 编写特色

◆以工作过程为导向，以工作任务为主线。按照工作过程来设计每个情境。

◆选材时代性强，贴近时代前沿。编写前对国际商务活动的最新变化以及相关政策进行充分调研，在选材上参考国内外最新的教研成果和近几年出版的相关教材，文本和案例来自近几年国内外的商务活动实践，使教学内容贴近国际贸易活动的实际，具有鲜明的时代特征。

◆通用性强。语言简洁流畅，通俗易懂，不仅适用于商务英语专业的学生，国际贸易专业的学生也能适用。

◆融商务操作技能与语言交际能力为一体。在编写上突出培养学生的实际工作能力，通过拟定的各种商务情境，将商务操作技能与语言交际能力融为一体。

## 编写体例

全书共10个单元，内容编排由浅入深，基本上涵盖了日常商务活动中基本的工作情景。每个单元围绕一个主题展开，通过商务背景素材导入、角色扮演、情景模拟等部分，强调工作场合口语实训的氛围创建，旨在培养和强化商务英语爱好者在各种常用商务情景下的英语语言综合应用能力以及相关职业素养。每个单元编写又具体分为4个环节：Learning



Objectives (学习目标), Background Knowledge (商务知识导入), Warm-up Exercises (热身练习), Tasks (工作项目)。

### 授课建议

1. 把握每单元的学习目标, 力争使之转化为学生的应会知识和能力体现; 2. 每单元可安排 4~6 课时; 3. 根据授课对象, 灵活安排教学重难点。

### 编写任务

本系列教材由沈银珍教授担任总主编, 本册书由刘旭平任主编, 负责全书的策划和统稿, 参加编写的人员还包括张康、邱月、吕尔欣等。其中刘旭平负责第 1 单元至第 5 单元和第 7 单元, 张康负责第 6 单元, 邱月负责第 8、9 单元, 吕尔欣负责第 10 单元。

在全书的编写过程中, 参考了大量的相关书籍和资料, 在此一并表示感谢。

由于本书编者水平有限, 书中难免有缺点和错漏之处, 恳请专家和读者, 尤其是高职教师批评指正。

编 者

2011 年 7 月



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## Unit One

# Greetings and Introductions



## Learning Objectives

In this unit, you will be able to learn greetings and introductions. Under these terminal learning objectives, you will learn the following tasks. At the end of this unit, you will be able to know:

1. basic greetings in English;
2. greetings before a conversation;
3. greetings in the classroom;
4. greetings in business;
5. greetings at a party or social event;
6. how to address people in English.



## Background Knowledge

### 1. Basic Greetings in English

**greeting** (noun): saying hello; a polite word of welcome.

**greet** (verb): to say hello; to welcome somebody.

(The opposite of greeting is farewell—saying goodbye.)

There are many ways to say “hello” in English. Sometimes you say a quick “hello” as you



are passing somebody. At other times a greeting leads to a conversation. Friends and family members greet each other in a casual way. Business greetings are more formal.

On the following pages you can practice greeting people in a variety of situations.

In this unit you will find:

**Tips:** language and gestures that native speakers use.

**Useful phrases:** words and expressions that native speakers use.

## 2. Greetings Before a Conversation

Sometimes you stop and talk for a minute as you say hello. This type of greeting is followed by a conversation. Close friends often hug when they greet each other, especially after a long time without seeing one another. Men sometimes give each other a handshake or a high-five (touch palms above the head).

**Tips:**

- Stand near a person and say hello.
- Express happiness to see a person.
- Ask a question or begin a conversation.

**Useful Phrases:**

- Nice to see you.
- Long time no see. (*I haven't seen you for a while.*)
- What have you been up to?
- How are things?
- It's been a while. (*It's been a while since I saw you last time.*)
- What's new?
- Not much. (Answer to *What's new?*)

## 3. Greetings in the Classroom

It is polite to greet a new student that joins your class. Introductions immediately follow this type of greeting.

**Tips:**

- Say hello and exchange names.
- Exchange nationalities.
- Engage in one line of small talk (weather, surroundings, news).

**Useful Phrases:**

- I'm from...(city or country)\*
- I hear it's beautiful/hot/expensive there.



- How do you like it here?
- How long have you been here?

\*Learners often say “I come from...” instead of “I’m from...” Native speakers use “come from” for things or animals, not people: *The toys come from China. Milk comes from cows.*

## 4. Greetings in Business

Proper etiquette is important in business greetings. Make sure that you use polite language such as “please” and “thank you”. Appropriate titles and gestures should also be used. Shaking hands is common in most English speaking countries. It is also important to smile.

### Tips:

- Introduce yourself with name and title.
- Shake hands.
- Express happiness to meet the other person.
- Give or accept directions.

### Useful Phrases:

- Please have a seat.
- Thanks for agreeing to meet with me.
- He’ll be right with you.
- Can I offer you something to drink?
- My pleasure.

## 5. Greetings at a Party or Social Event

It is polite to greet many people at a social event. This is called “mingling”. After you greet people you know, look for people you haven’t met before. Introduce yourself and start a conversation.

### Tips:

- Say hello and introduce yourself to a person who is not in a conversation.
- Talk about your relationship to the host.
- Discuss one party-related item (food, theme, length of stay).

### Useful Phrases:

- Who are you here with?
- How do you know *Jane*? (party hostess)
- I don’t think we’ve met before.



- Have you been here long?
- Have you tried the cheese dip/dessert/punch?
- Where did you get your costume?
- The food looks great. I can't wait to try the dip.
- I love your dress/shirt/hat. It really suits you/looks good on you.
- These decorations are wonderful. I love the table cloth/balloons/flowers.

## 6. How to Address People in English

English learners often feel confused about how to address people properly. Many feel uncomfortable to ask the question, "What should I call you?" Even native English speakers find this question awkward. For example, many women don't know how to address their boyfriends' mothers. Also, some parents don't know what to call their children's teachers.

Why is "What should I call you?" such a difficult question to ask? Perhaps it's because you are asking the other person to provide their status or position in the world in relation to yours. This position may involve age, job, education, religion and even marital status.

Since English is a language, rather than a culture, it is difficult to teach English learners exactly how to address people. There will always be some people and some professions that require more formalities than others. Addressing people in writing has different rules and formalities than in speaking.

### Asking Questions

If you are unsure of what to call someone, it's best to use a formal address or simply ask one of these questions:

- What should I call you?
- What should I call your mum / the teacher / the manager?
- Can I call you [first name]?
- Is it okay if I call you [the nickname you've heard others use]?
- What's your name? (used in a casual situation like at a party or in the classroom where first names are used)

### Answering Questions

You might not be the only person wondering about titles. Students, colleagues or acquaintances may not know what to call you. If they seem unsure about how to pronounce your name, or you want them to call you something more casual, help them out:

- Please, call me [your first name].
- You can call me [your nickname or short form].



## Formal Titles in English

In business situations, use formal titles unless the people you meet tell you otherwise. To get someone's attention you can say: "Excuse me, Sir." or "Pardon me, Madam/Ma'am." To greet someone you can say: "Hello, Sir." or "Good morning, Madam/Ma'am."

The phrase "Yes, Sir!" (or "Yes, Madam/Ma'am!") is sometimes used by native speakers in a sarcastic way. For example, when a young child tells his father to "close his newspaper", the parent might say, "Yes, Sir!" and laugh. You might also hear a mother saying, "No, Madam/Ma'am." to her daughter's request for something unreasonable.

When you are writing to someone for the first time, use a formal address: Mr. or Ms. + the person's last name if you know it. If you can't find the last name, use a generic title such as Sir or Madam. The respondent may address you by your first name and sign off with his/her first name. In today's business world, the following correspondence is usually more casual. If you write back a second time you can use the respondent's letter as a guideline. If he/she addresses you by your first name and sign off with his/her first name, you can do the same. (More on salutations and closings in letters.)

Occasionally you may have a close relationship with someone who typically gets called Sir, Madam, Mr. or Mrs. + last name (for example, a business executive, a celebrity, a professor or a person older than you). At some point this person may give you permission to use his or her first name. In English we use the phrase "on a first name basis" or "on first name terms" to describe a relationship that is not as formal as it seems it should be. To describe this you would say, for example: "Pete's mom and I are on a first name basis" or "My teacher and I are on first name terms."

## Informal Titles in English

Casual or very close relationships require an informal form of address:

- First name (friends, students, children).
- Miss/Mr. + first name (sometimes used by dance or music teachers or childcare workers).

## Titles of Affection

When addressing a child, a romantic partner, or a close friend or family member (usually younger than you), people often use these terms of endearment, also known as "pet names":

- Honey (a child, a romantic partner, or a younger person).
- Dear.
- Sweetie.
- Love.
- Darling.
- Babe or Baby (a romantic partner).



- Pal (father or grandfather calls male child).
- Buddy or Bud (very informal between friends or adult-to-child; can be seen as negative).

## English Checker

**acquaintance** (*n.*): someone you know casually (eg: a friend of a friend)  
**address** (*v.*): to name someone in a specific way (when speaking or writing)  
**awkward** (*adj.*): feeling uncomfortable  
**colleague** (*n.*): people you work with  
**customer service**: help for shoppers, buyers or members  
**divorced** (*adj.*): not married anymore  
**executive** (*n.*): manager or high level employee in a company or business  
**first name terms (BrE)/first name basis**: having a close enough relationship to disregard formalities such as age or status  
**formal** (*adj.*): showing respect for rules, forms and traditions  
**formality** (*n.*): something that has no real purpose other than being a tradition  
**generic** (*adj.*): describing many; not specific  
**maiden name** (*n.*): a married woman's surname at birth  
**nickname** (*n.*): a short or cute name used by friends or relatives  
**pet name** (*n.*): a name used by close friends and family members to show their love  
**respondent** (*n.*): the person who writes back or responds  
**sarcastic** (*adj.*): ironic; typically having an opposite meaning, often to show contempt or to prove a point  
**term of endearment**: word or name that shows feelings of care for someone  
**tricky** (*adj.*): difficult to understand or do



## Warm-up Exercises

### 1. Basic Greetings in English

**Pair practice**: practice with a learning partner according to the sample conversations in the background knowledge.

### 2. Greetings Before a Conversation

**Pair Practice** (casual greetings between friends or coworkers)

A: Hi, Corey.



B: Hey, Jennifer. Good to see you. (*bug*)

A: You too. How've you been?

B: Busy, you?

A: Pretty good. How's your new job?

B: It's okay. There's a lot to learn. What's new with you?

A: Not much. The kids are back at school.

### Further Practice for Pairs

- Add a third speaker and create your own lines.
- Add an unexpected interruption (bus arriving, friend coming out of a store, child fussing).
- Write the next four lines between the two speakers.
- Write an inappropriate line and explain why it should not be part of the greeting.
- Create a new dialogue that takes place between people who start up a conversation.



## Tasks

### Task 1 Greetings in the Classroom

#### Pair Practice

A: Hello. I'm Sasha.

B: Hi, Sasha. I'm Brent. (*holding out hand to shake*)

A: Nice to meet you, Brent. Where are you from?

B: Chicago, Illinois. And you?

A: I'm from Australia. I live in a small town near Sydney.

B: Australia. Wow. I've always wanted to go there. How long have you been in Canada?

A: I just arrived this week. It's my first day of school.

B: Really? I think you'll love Vancouver. It's not too hot and not too cold.

#### Further Practice for Pairs

- Add a third speaker and create your own lines.
- Add an unexpected interruption (attendance being called, lesson starting).
- Write the next four lines between the two speakers.
- Write an inappropriate line and explain why it should not be part of the greeting.
- Create a new dialogue that takes place between people in a classroom setting.



## Task 2 Greetings in Business

### Pair Practice

A: Hello. I'm Mia Connors.

B: Hi, Mia. I'm David Sinclair, and this is my partner Gina Evans. (holding out hand to shake)

A: Nice to meet you, Mr. Sinclair and Ms. Evans. Thank you for taking the time to meet with me today.

B: It's our pleasure. And please call us David and Gina. Can I take your coat?

A: Thank you.

B: No problem. Please take a seat and we'll be right with you. I just have to make a quick phone call.

### Further Practice for Pairs

- Add a third speaker and create your own lines.
- Add an unexpected interruption (phone call, fax coming in, secretary).
- Write the next four lines between the two speakers.
- Write an inappropriate line and explain why it should not be part of the greeting.
- Create a new dialogue that takes place between people in a business situation.

## Task 3 Greetings at a Party or Social Event

### Pair Practice

A: I don't think we've met. I'm Stacey. (holding out hand to shake)

B: Hi, Stacey. I'm Carl.

A: Hi, Carl. So, how do you know Jane?

B: Oh, Jane and I used to work together at a coffee shop.

A: Oh, you mean when you were working in Japan?

B: That's right. And how do you know her?

A: Actually, Jane is my cousin. Our moms are sisters.

B: No way! You two don't look anything alike.

### Further Practice for Pairs

- Add a third speaker and create your own lines.
- Add an unexpected interruption (phone ringing, new friend arriving, host needing help).
- Write the next four lines between the two speakers.
- Write an inappropriate line and explain why it should not be part of the greeting.
- Create a new dialogue that takes place between people in a social setting.





# Telephone Calls



## Learning Objectives

When you have completed this unit, you will be able to:

1. Make a telephone call (including leaving and taking messages) and take a phone message.
2. Apply the future indefinite for immediate decisions.



## Background Knowledge

Here are some of the words and terms that we use to talk about telephoning.

<b>answer</b>	to say "hello" into the phone when it rings
<b>answering machine</b>	something that you can record a message on if the person you are calling isn't available
<b>busy signal</b>	a beeping sound that tells the caller that the other person is already on the phone with someone else
<b>call</b>	a telephone conversation; to telephone
<b>caller</b>	the person who telephones
<b>call back/phone back</b>	to call someone who called you first
<b>call display</b>	a screen that shows you who is calling
<b>cellular phone/cell phone</b>	a telephone that you can take with you away from your house; mobile phone