

秘书系列

高职高专工作过程导向新理念规划教材
涉外秘书英语综合实训

傅梦蕤	翁亚玲	郝 帅	主 编
		李德贵	副主编
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北 京

内 容 简 介

本书是清华大学出版社《涉外秘书英语》的配套实训教材。全书设计了一个贯穿课程始终的项目来模拟涉外秘书岗位的实际工作情境。贯穿项目由多个子项目组成,子项目中又有“任务型”角色扮演。本书从岗位分析出发,参考秘书职业资格鉴定标准,提炼了实用的职业技能进行模块化训练。每个项目由实训角色、实训目标、实训项目综述、实训过程、实训句型、实训小贴士和考核评价表构成,力图使读者熟练掌握涉外秘书岗位所需要的职业技能,为日后从事涉外秘书工作打好基础。

本书适合高职高专秘书专业学生作为教材使用,亦可供社会企业人员阅读参考。

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图书在版编目(CIP)数据

涉外秘书英语综合实训/郝帅主编. —北京:清华大学出版社,2011.10

(高职高专工作过程导向新理念规划教材·秘书系列)

ISBN 978-7-302-25434-8

I. ①涉… II. ①郝… III. ①秘书—英语—高等职业教育—教学参考资料 IV. ①H31

中国版本图书馆 CIP 数据核字(2011)第 077711 号

200965

责任编辑:刘士平

责任校对:李 梅

责任印制:李红英

出版发行:清华大学出版社

地 址:北京清华大学学研大厦 A 座

<http://www.tup.com.cn>

邮 编:100084

社 总 机:010-62770175

邮 购:010-62786544

投稿与读者服务:010-62776969, c-service@tup.tsinghua.edu.cn

质 量 反 馈:010-62772015, zhiliang@tup.tsinghua.edu.cn

印 装 者:北京市清华园胶印厂

经 销:全国新华书店

开 本:185×260 印 张:8 字 数:191 千字

版 次:2011 年 10 月第 1 版 印 次:2011 年 10 月第 1 次印刷

印 数:1~3000

定 价:20.00 元

产品编号:042362-01

涉外秘书是我国当前和今后的热门职业,也是一种国际化的职业。要想成为涉外秘书,外语是基本功。但是,仅仅掌握普通外语并不够,还必须掌握涉外秘书工作中的职业外语。

涉外秘书英语是一门功能性和实践性都很强的课程,是一门理论紧密结合实际的课程。这门课程旨在使学习者通过语言知识的学习、文化道德和职业道德的培养及专业技能的训练,成为行业、企业所需的具有良好职业道德、较强专业技能和可持续发展的学习与适应能力的高素质、高技能人才。

本书是《涉外秘书英语》教材(韩乃臣主编)的配套实训教材,是教学资源的重要部分。实训手册的编写需具有前瞻性、系统性和实用性。本书基于工作过程开发出的实训项目潜移默化地对读者进行综合素质和职业素质教育,增强他们综合运用所学知识解决实际问题的能力,帮助他们掌握基本的职业技能。

以往的传统教学方法缺少对职业技能的提炼,教学模式比较单一,教学环节彼此孤立,导致学生对涉外秘书工作流程了解不够深入。本书根据项目教学法的理念,以一个虚拟的项目贯穿整个课程的始终。贯穿项目由课程模块体现,每个模块下设多个子项目,更注重培养学生的综合实践能力和可持续发展的能力。结合小组合作学习模式的应用,实训课程能够做到“教、学、做”一体化,使读者熟练掌握涉外秘书的职业技能,为日后从事涉外秘书工作完成岗前培训。

本书从岗位分析出发,参考秘书职业资格鉴定标准,提炼了实用的职业技能进行模块化训练。每个项目由实训角色、实训目标、实训项目综述、实训过程、实训句型、实训小贴士和考核评价表构成。实训角色列出了在本项目中将要体会的角色;在实训目标中,读者可以清楚地了解该项目所要求的能力目标、知识目标和素质目标;实训项目综述概括了本项目中要完成的各个任务;实训过程详细地阐述了各个任务的实施过程;实训句型归纳的句型供读者在实训中参考;实训小贴士为读者实施实训项目提供了一些建议和注意事项;考核评价表用于小组间互相评价及师生反馈交流。本书的整体贯穿项目让学生在实践中体验工作角色,力求做到与岗位的“零距离接触”;任务多样化,能够反复巩固职业技能,大大提升职场能力,符合本课程实践性教学的特点,便于教师组织实践教学;此外,便于读者课外进行自主学习,掌握和熟悉必备的职业技能。

本书以涉外秘书成长之路贯穿实训过程的始终,背景如下:Rachel 和 Robert 经过面试被格瑞特文具有限公司(Great Stationery Co., Ltd.)聘用为总经理张先生的秘书,经过培

训后正式开始秘书工作。在此期间,公司的英国客户布瑞杰文具公司(Bridge Stationery Co.)来访,而格瑞特公司总经理张先生要去参加广交会。本书以 Rachel 和 Robert 在格瑞特公司的秘书工作过程作为贯穿全书的项目,全方位、全过程模拟两位秘书的工作内容,具体包括:

(1) Rachel 和 Robert 参加格瑞特公司的面试。

(2) 格瑞特公司对他们进行新秘书培训(包括秘书职责、礼仪、公司历史、公司结构、办公设备使用方法等方面的培训)。

(3) 正式上岗后日常与公司内部、外部人员的口头交流,如与同事、上级、供应商和英国客户的电话交流、指示与请求、商务会议等。

(4) 日常与公司内部、外部的书面交流,与同事、上级、供应商和英国客户的函电、会议记录、备忘录、商务报告等。

(5) 来访接待。Rachel 和 Robert 需要负责接待来访的布瑞杰文具公司销售代表陈小姐,包括接机、订酒店、参观公司、介绍公司及其产品、商务宴请等;

(6) 安排商务旅行。Rachel 和 Robert 为总经理张先生参加广交会做好安排,如预订酒店和机票、行程安排等。

本书是学校与企业合作完成的,因此建议在授课过程中有企业指导教师参与,使读者能直接得到第一手信息材料,有利于经验的积累和技能的强化。

由于编者水平有限,编写内容难免有不妥之处,恳请专家、同行和读者批评指正。

编 者

2011 年 7 月

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项目一

求职面试

1.1 实训角色

在本项目中,学生将要体会的角色如下:

- (1) 负责招聘总经理秘书的格瑞特文具有限公司(Great Stationery Co., Ltd.)人力资源部经理 Bill Watson;
- (2) 即将毕业、正在找工作的某大学应用英语专业学生 Rachel。

1.2 实训目标

1. 能力目标

- (1) 能读懂招聘广告;
- (2) 能书写求职信;
- (3) 能制作英文简历;
- (4) 能应对英文面试;
- (5) 能辨别不同岗位责任,读懂劳动合同条款。

2. 知识目标

- (1) 掌握招聘的基本方式和途径;
- (2) 掌握英文求职信的格式要求;
- (3) 掌握求职简历的要素、书写格式;
- (4) 掌握常见的面试问题和注意事项;
- (5) 掌握劳动合同的重要条款。

3. 素质目标

- (1) 了解面试时的礼仪和涉及的中西文化;
- (2) 培养诚实、自信的职业修养。

1.3 实训项目综述

在本项目中,学生将通过角色扮演完成以下任务:

任务一 格瑞特文具有限公司的人力资源部经理 Bill Watson 根据总经理张先生对新

秘书的要求,撰写一个英文招聘广告。应用英语专业毕业生 Rachel 阅读该广告,并将该广告和其他秘书招聘广告相比较,选择适合自己的公司。

任务二 Rachel 根据招聘广告上的要求以及自己的情况,撰写英文求职简历和求职信。

任务三 接到格瑞特公司的面试通知后,Rachel 要为面试做好各方面的准备,比如使用网络了解该公司的主要产品、公司发展历史等。

任务四 Rachel 参加格瑞特文具有限公司的面试。Bill Watson 需要向 Rachel 提出关于其个人信息、教育背景、工作经历等方面的问题,而 Rachel 则用职业的方式很好地回答这些问题。

1.4 实训过程

Task 1 Recruitment advertisements writing and reading

Mr. Zhang, the General Manager of Great Stationery Co., Ltd., is in need of a new secretary, because his current secretary, Maria, is quitting her job at the end of this month. He just wrote an email, which is shown below, to Bill Watson, Human Resource Manager, asking Bill Watson to recruit a new secretary for him. In his email, Mr. Zhang described the requirements for his future secretary.

You are expected to work in pairs. One takes the role of Bill Watson, the Human Resource Manager, who is going to write an English recruitment advertisement for a local newspaper on the basis of the email from Mr. Zhang below, and then show your advertisement to your partner.

To:	BillWatson ✎ ✕
Click the "To" button to see your contact list ✕	
Subject:	secretary wanted
<p>Hi, Bill,</p> <p>Since Maria is quitting her job at the end of this month, could you look for a secretary for me. She or he should be fluent in English, written and oral. She/He can be a green hand, but must be a college degree holder or above. I don't care about his/her age, nor residence, as long as She/He is capable of organizing my routine work, good at communication.</p> <p>Thks</p> <p>Zhang</p>	

The other takes the role of Rachel, a newly graduated English major who is looking for a job as a secretary in a foreign-owned company. You should read in details both your partner's recruitment advertisement and another recruitment advertisement below, which is also recruiting secretary, and then compare these two and find out which job is more suitable for you, and explain the reasons for your choice.

Job Description & Responsibilities

- Provide secretarial support to HR Staff Services Centre (SSC) leader and managers
- Organize make conference meeting arrangements

- Take meeting minutes
- Prepare and organize meeting materials(e. g. Agenda, PowerPoint presentation, Excel spreadsheet...)
- Provide communication coordination & handle client phone query
- Make calendar arrangements
- Make travel arrangements (travel itineraries and hotel reservation)
- Prepare expense reimbursements
- Make co-ordination of SSC internal communication & staff activity (e. g. birthday celebration, team gathering events)
- Take up other ad-hoc assignments

Requirements

- University degree
- At least three years' experience on secretarial or administrative role in multinational companies; overseas study or work experience a plus
- Good English language skills (speaking, listening, writing, and reading)
- Aptitude in standard computer software, including Word, Excel and PowerPoint
- Multi-tasking and hard working with a high level of commitment
- Good inter-personal and communication skills
- Friendly attitude-cheerful and diligent
- Self-motivated, well-organized, and good problem solving skills
- The ability and willingness to build positive working relationship with team members

Task 2 Curriculum vitae and cover letter writing

Suppose you have decided to apply for the first job, the one with Great Stationary Co., Ltd. Now you need to get your C. V. and cover letter ready. Write your own C. V. and cover letter based on your own information. You can make up some information if necessary, e. g. work experience.

Task 3 Getting prepared for a job interview

You have got a telephone call from Bill Watson, the Human Resource Manager of Great. You were invited to a job interview next Tuesday. To perform well in the coming job interview, you should do some preparation work, and get yourself familiarized with the position and the company. So, what kind of information you should know and what kind of preparation work you should do beforehand? And how? E. g. you should know what the company's main products are. You could log on to the company's Website to get this information.

Task 4 Job interview

You are expected to work in pairs. One takes the role of Bill Watson, the Human Resource Manager, the other the role of Rachel. Now Bill Watson is going to interview Rachel. During the job interview, Bill Watson should ask Rachel lots of questions about her personal information, career goals, qualification, educational background, work experience, skills & hobbies, etc. while Rachel should answer those questions in a wise and professional way.

And finally Bill Watson has to decide whether Rachel is qualified for the secretary job with Great. In other words, whether he would hire Rachel as a secretary.

1.5 实训句型

1. Opening

- Good morning. Take a seat, please. You must be Liu Ping, right? My name is Lee, HR Manager of ABC Company.

- Did you have any trouble finding us?
- Not really. I am familiar with this area.

2. Personal information

- Would you please say something about yourself? /Please tell me about yourself? / Could you introduce yourself firstly?

- My name is Xu Dongming. My English name is David. I'm now 23 years old. I graduated from Tianjin University, majoring in English. I am very happy to meet you here. I have enough confidence in this interview. Thank you for giving me this opportunity.

- Where do you live? /What is your current address?
- I live at 88 Xinda Road, Ningbo.
- What kind of personality do you think you have?
- I think I am introvert/quite easygoing.
- What are your advantages and disadvantages/strengths and weakness?
- Well, I am afraid I am not very creative, but I am tolerant, slow to anger, sympathetic, caring and friendly.

3. Education

- Tell me about your educational background. /Could you tell me something about your educational background?
- When and where did you graduate?
- I graduated from Ningbo University in June 2008.
- What's your major? /What did you major in? /what did you study in your college?
- I majored/specialized in Business English, but I also minored in Business Law.

- What degree did you obtain/receive? /what is your highest degree?
- I have a BS degree. /My highest degree is MBA.

4. Work experiences

- Could you tell me something about your job background?
- I am still a student. This is my first job. However I think though I haven't experience in this field, I'm willing to learn/a quick learner.
- After my graduation, I first worked as a sales engineer in a state-owned company. Two years later, I joined my current company, a foreign trade company.
- What was your position/What position did you hold in your first job? What were you in charge of?
- I was a sales engineer in my first company. My responsibilities mainly included exploring new markets and meeting customers.






5. Closings








- Do you have any questions to ask me? /Now, it's your time to ask questions, if you have any.
- Yes. Do you have a training program for new employees?
- How much will I be paid, if you don't mind my asking?
- Can you provide accommodation for me?
- How much time will it take for me to be promoted here?
- We'll get in touch with you as soon as we've made our decision. /We'll notify you of our final decision by Friday. Thank you for coming.
- Thank you very much for your time/interview. I hope we will meet again. /I look forward to hearing from you.

1.6 实训小贴士







Interview DOs and DON'Ts

Interview DOs

-  Dress appropriately for the industry; be conservative to show you take the interview seriously. Your personal grooming and cleanliness should be impeccable.
-  Know the exact time and location of your interview; know how long it takes to get there, park, find a rest room to freshen up, etc.
-  Arrive early; 10 minutes prior to the interview start time.
-  Treat other people you encounter with courtesy and respect. Their opinions of you might be solicited during hiring decisions.
-  Offer a firm handshake, make eye contact, and have a friendly expression when you are greeted by your interviewer.

-  Listen to be sure you understand your interviewer's name and the correct pronunciation.
-  Even when your interviewer gives you a first and last name, address your interviewer by title (Ms. , Mr. , Dr.) and last name, until invited to do otherwise.
-  Maintain good eye contact during the interview.
-  Sit still in your seat; avoid fidgeting and slouching.
-  Respond to questions and back up your statements about yourself with specific examples whenever possible.
-  Ask for clarification if you don't understand a question.
-  Be thorough in your responses, while being concise in your wording.

Interview DON'Ts

-  Don't make excuses. Take responsibility for your decisions and your actions.
-  Don't make negative comments about previous employers or professors (or others).
-  Don't falsify application materials or answers to interview questions.
-  Don't treat the interview casually, as if you are just shopping around or doing the interview for practice. This is an insult to the interviewer and to the organization.
-  Don't give the impression that you are only interested in an organization because of its geographic location.
-  Don't give the impression you are only interested in salary; don't ask about salary and benefits issues until the subject is brought up by your interviewer.

考核评价表

4=excellent 3=good 2=fair 1=must be improved

Project:		Time:		Location:	
Members					
Skills					
Ideas contribution					
Pronunciation					
Expression fluency					
Confidence					
Cooperation					
Team work spirit					
Discussion					
Writing skills					
Professional etiquette					
Final score					
Summary of group performance (group discussion)	Good points:				
	Bad points (items to be improved):				
Teacher's comments					