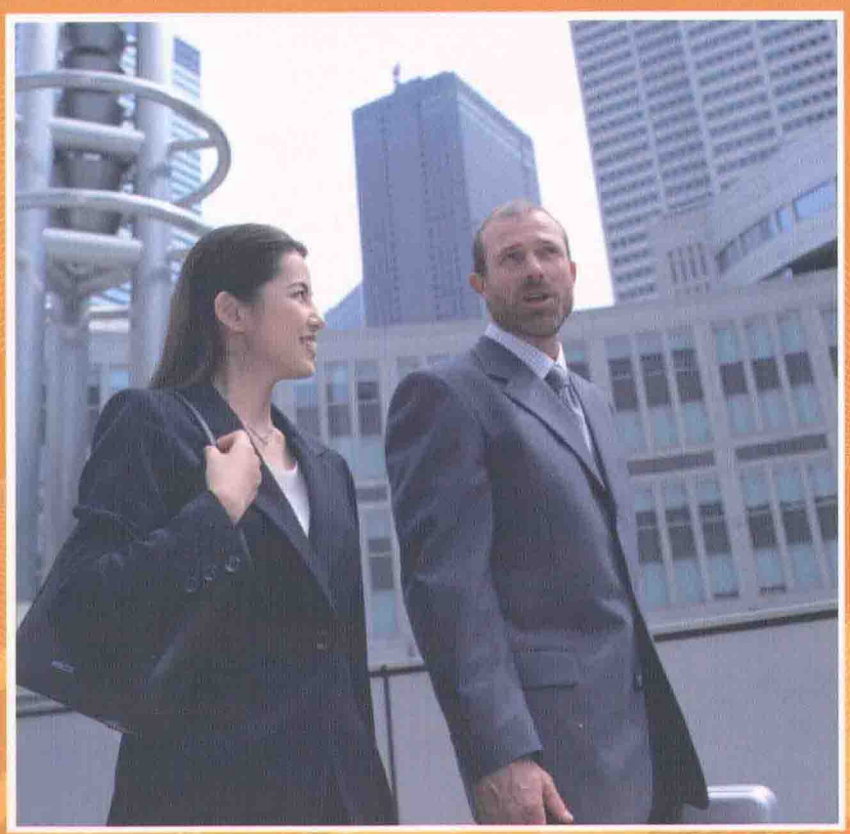
全国高等职业教育“十二五”规划教材

Professional Business English

职场商务英语实训教程

陈凯军　陈跃华　赵迎春　编著



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实训习得初体验　敢闯职场试深浅

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内 容 提 要

本教材以《职场商务英语》的商务流程为顺序，对每一流程中所涉及的具体商务贸易实务进行详细地分解，对商务实务的操作惯例进行了介绍，并列举了具体的实际操作案例。在内容设计上，本教材根据《职场商务英语》的编排，安排了对应的24个实训项目。在全书每一个实训项目的实训指导中，以模拟的“爱美丽”服装贸易有限公司的成立以及该公司与来自于美国的Nicewear公司和来自斯里兰卡的ABC Trading Co., Ltd. 公司之间业务往来为线索，全书所有任务的实训说明都是围绕这两个公司而展开。同时，针对每个实训项目，我们提出了实训目标，实训指导和实训任务。使用者在学习之后，可以达到训以致用、学以致用的目的。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。

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前　言

本教材为《职场商务英语》配套的同步实训教材。《职场商务英语》重在学生商务知识体系的构建，而本教材注重具体商务实践中所需的操作能力培养。前者为后者提供基本的理论指导，后者是对前者的具体应用，两者相辅相成，共同构成一个理论与实践的有机结合体。

本教材以《职场商务英语》的商务流程为顺序，对每一流程中所涉及的具体商务贸易实务进行详细地分解，对商务实务的操作惯例进行了介绍，并列举了具体的实际操作案例。在内容设计上，本教材根据《职场商务英语》的编排，安排了对应的 24 个实训项目。在全书每一个实训项目的实训指导中，以模拟的“爱美丽”服装贸易有限公司的成立以及该公司与来自于美国的 Nicewear 公司和来自斯里兰卡的 ABC Trading Co. Ltd 公司之间的业务往来为线索，所有任务的实训说明都围绕这两个公司而展开。对每一个任务内容设置如下：

1．实训目标——简要说明本项目要达到什么样的目标。

2．实训指导——简要提供为了使学生完成本实训项目而提供的必要的背景、句型、范例、说明等知识。

3．实训任务——安排好学生课内外可操作的实训任务。

在 24 个实训小项目的后面，附录了历届学生的实训作业，供学生借鉴和参考。

本教材以实训项目为载体来巩固商务知识、强化学生的操作能力，最大限度地接近真实的岗位需求，强调实践性和实用性，其目的在于突出学生的职业能力培养，因此具有鲜明的特色：

1．本教材基于开展商务业务具体的基本工作流程的先后顺序，以工作任务为主线，符合高职最新教育理念。

2．本教材实训项目多来自实际的商务工作中，体现“工学结合”。

3．课堂内外遵循“学一点就做一点”的实用原则，体现“教、学、做一体化”。

4．实训项目遵循可操作的原则，培养学生的创造性、独特性。

5．实训项目体现整体性和连贯性。

（1）实训项目基于商务工作的先后顺序依次展开。

（2）全书的范例围绕着“爱美丽”服装贸易有限公司和美国 Nicewear 公司业务往来而展开，解决了学生在实践时不知道从何下手的问题，给学生的实践提供了参考和借鉴。

6．所设计的项目具备开放性。

每一个小组因自己模拟成立公司的性质和行业不同，其实训结果也不同。

本教材适合高等职业院校商务英语、国际贸易、国际商务、市场营销等专业的学生使用，也可作为涉外人员培训教材或商务工作者自学之用。本教材的内容可以做为《职场商务英语》的配套教材使用，亦可做专门的实训教程单独使用。建议本书的实训时间以 48 学时（两周）为宜。

在本教材的编著过程中，得到了学院领导、同事以及家人朋友的鼎立帮助。此外，樊笑

霞、蔡向凡、李永红、朱玉琴、刘卫民、张丽红、李小霞、谢红秀、夏日威、余音参与了本书的编写工作，在此一一表示感谢。

编写出优秀的实训教材是我们的追求，也是一个漫长的探索过程，但由于时间仓促，编者实践经验有限，本教材难免存在不足之处，恳请同仁和专家予以批评指正。

编者

2011 年 8 月

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Unit One
Establishment of Your Company

Item 1 Naming a Company

Practice Objectives:
To understand the structure of a company.
To learn how to design a proper name for a company.

I. Practice Guides

A company name should convey the expertise, value, and uniqueness of the product or service you have developed. A right name can make your company the talk of the town, yet a bad one can doom it to obscurity and failure.

1.1 Tips for naming a company

1. To check whether a company name is already registered

You will need to check if the name is "the same" as that of an existing company. A "same as" name may not be identical to an existing company name, but if it is so similar that it could cause confusion. For example, if a company called "Smith Transport Services Limited" already exists, you could not register "Smith Transport Services UK Limited", unless the two companies are part of the same group and other conditions are satisfied.

2. To think long-term

Hopefully your company will flourish in the future, so be careful not to choose too narrow a name, in case your company may branch out later on. For example, "London Replacement Car Batteries Ltd" could be "London Replacement Car Parts Ltd" instead.

3. To be appropriate to your type of business

People will make snap judgments about a business based on it's name alone. A consumer should instantly know what product you deliver from a mile away. A good name should be as specific as possible. Think of this example: Jack Johnson LLC vs. Jack Johnson Photography. Which name is better? The first name could signify any service imaginable, but we know right

away in the second name that the service is photography.

Here's another example: Jack's Place vs. Jack's Hometown Diner. The first name is too vague, and sounds like a scary bar. The second sounds like a friendly hometown restaurant.

4. To include certain words in your company's name

- Private limited company names must end with "Limited" or "Ltd".
- Private unlimited company names may end with "unlimited" but are not required to do so.
- Public limited company names must end with "public limited company" or "plc", in capital or lower-case with or without full stops.

1.2 Requirements of a remarkable name

1. To say with fun and easily remember.
2. To spell easily starting with a strong consonant (B, C, D, G, K, P, Q, T).
3. To require no explanation.
4. To describe your business category.
5. To show your benefit.
6. To indicate your difference.

1.3 Ways of naming a company

1. Personal names

Naming your business after yourself is relatively easy to do. Some say it adds credibility to your business. It could be your full name, first name or surname. Using all or some of your initials is also fairly common. The business may be a partnership of two or more people, which provides more possibilities. For example:

- LL Bean
- McDonalds
- RM Williams
- HP

As with brandable business names, a problem with using a person's name is that it is not immediately apparent what products and services your company offers.

2. Descriptive business names

Generic, descriptive names make it easy for potential customers to work out what product or service your business provides. The following examples are of this type.

- International Business Machines (IBM)
- British Airways
- Kentucky Fried Chicken (KFC)

Descriptive names run a slight risk of not being able to "stand out from the crowd", although

the examples above didn't seem to have any trouble in making their mark!

3. Combined business names

A combination of descriptive terms and personal names is also fairly common (we used this approach). It allows you to add a personal touch but also to include your products or services in your business name. For example:

- Ford Motor Company (Henry Ford)
- Dell Computers (Michael Dell)
- Dunlop Tires (John Dunlop)

4. Brandable business names

Any company name can become a brand; simple, "nonsense" words are probably the easiest to brand though, especially if they are easy to remember. Examples of brandable business names:

- Amazon
- Google
- Microsoft

Brandable names have popular appeal—would "Google" have enjoyed the same rise to popularity if it was called "The Search Engine Company"? The biggest problem with "nonsense" names like these is educating your potential customer as to what services you actually provide. Remember that building a brand takes time and usually requires significant resources (i.e. money).

II. Practice Assignments

Task 1 Match the English names of the following world-famous companies with their Chinese equivalents.

1. General Motors	A. 埃克森公司（美国）
2. Ford Motor	B. 丰田汽车公司（日本）
3. Wal-Mart Store	C. 福特汽车公司（美国）
4. Mitsubishi	D. 三井公司（日本）
5. General Electric	E. 通用电气公司（美国）
6. Toyota Motor	F. 大众汽车公司（德国）
7. Royal Dutch / Shell Group	G. 花旗集团（美国）
8. Citigroup	H. 沃尔玛百货公司（美国）
9. Exxon	I. 皇家荷兰壳牌集团（英国/荷兰）
10. Volkswagen	J. 通用汽车公司（美国）
11. Simens	K. 雀巢公司（瑞士）
12. Nestle	L. 菲亚特公司（意大利）
13. Fiat	M. 索尼公司（日本）

14. Sony　　N. 日产汽车公司（日本）
15. Nissan Motor　　O. 西门子公司（德国）

Task 2　Divide the class into groups. Each group establishes its own company and names it. Explain how your group gets it. The following information may give you some idea.

- Microsoft is the combination of MICRO computer with SOFT ware. It was originally named Micro-soft and the "–" was later dropped.
- Yahoo! is an acronym for "Yet Another Hierarchical Officious Oracle," but the founders insisted they select the name because they liked the general definition of a yahoo: "rude, unsophisticated, uncouth."
- Sony is the combination of sonus, the Latin word for sound, and "sonny", a popular slang term used in American culture when the company was named.
- Hewlett-Packard was named when the founders filliped a coin to determine if the company should be called Packard-Hewlett or Hewlett-Packard.
- Apple was the favorite fruit of Steve Jobs. He threatened to name the company Apple if his colleagues did not come up with a better name by the end of the day.

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Item 2 Designing a Company Logo

Practice Objectives:

To know about how a logo of a company is born.

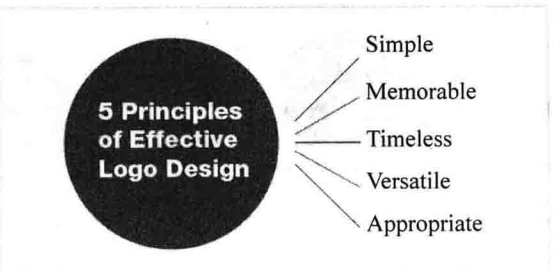
To be able to design a unique, memorable and distinctive logo for a company

I. Practice Guides

1.1 What a logo is about

Before you design a logo, you must understand what a logo is, what it represents and what it is supposed to do. A logo is not just a mark – a logo reflects a business's commercial brand via the use of shape, fonts, color or images. A logo is for inspiring trust, recognition and admiration for a company or product.

1.2 The principles of effective logo design



1. A logo must be simple

A simple logo design allows for easy recognition. Good logos feature something unexpected or unique without being overdrawn.

2. A logo must be memorable

Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.

3. A logo must be timeless

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

4. A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason, a logo should be designed in vector format, to ensure that it can be scaled to any size. The logo must work in just one color too.

5. A logo must be appropriate

How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm.

1.3 Successful & unsuccessful logos

1. Successful logos

Knowing about why some logos have succeeded gives a great insight into what makes a good logo.

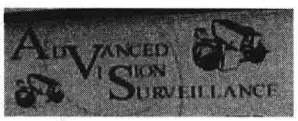
For example, let's look at the classic Nike Swoosh. This logo was created by Caroline Davidson in 1971 for only $35 yet it is still a strong, memorable logo, effective without color and easily scalable. It is simple, fluid and fast and represents the wing in the famous statue of the Greek Goddess of victory, Nike – something perfect for a sporting apparel business.

2. Not successful logos

We can also learn off logos that have not been as successful as the ones in the above picture. Some logos can depict things that may have not always be noticeable to the designer (as in the middle logo above) or they could just be plain bad design, as in the logo to the right.

The Good

The Bad



The Ugly

II. Practice Assignments

Task 1 Look at the following logos. Try to guess what they refer to?

A

B

C

D

E

( ) 1. Here's one that features a simple character integrated with the text to make a unique, friendly design.

( ) 2. This one combines an eye with an abstract bug to make a memorable unique icon.

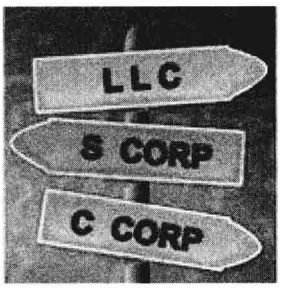
( ) 3. This logo shows that a grasshopper can be depicted with a few expert strokes.

( ) 4. This bug silhouette can be taken out and used separately once their brand begins to take shape. I like this one because, even though the bug is not very "n"-shaped, it reads easily because of the simple font. I also like how the font matches the style of bug really well.

( ) 5. Jerron does it again with this award-winning bee logo that integrates the text and graphic beautifully.

Task 2 Design a suitable logo for your company and explain your design.

Item 3 Setting-up the Company Structure



Practice Objectives:

To be able to understand how is a company organized.

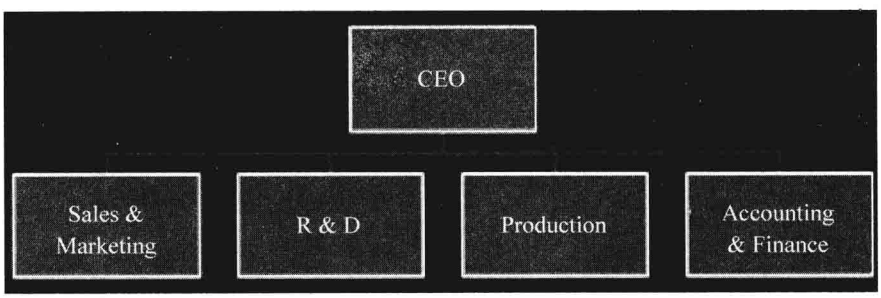
To be able to design a precise, clear and effective structure for a company.

I. Practice Guides

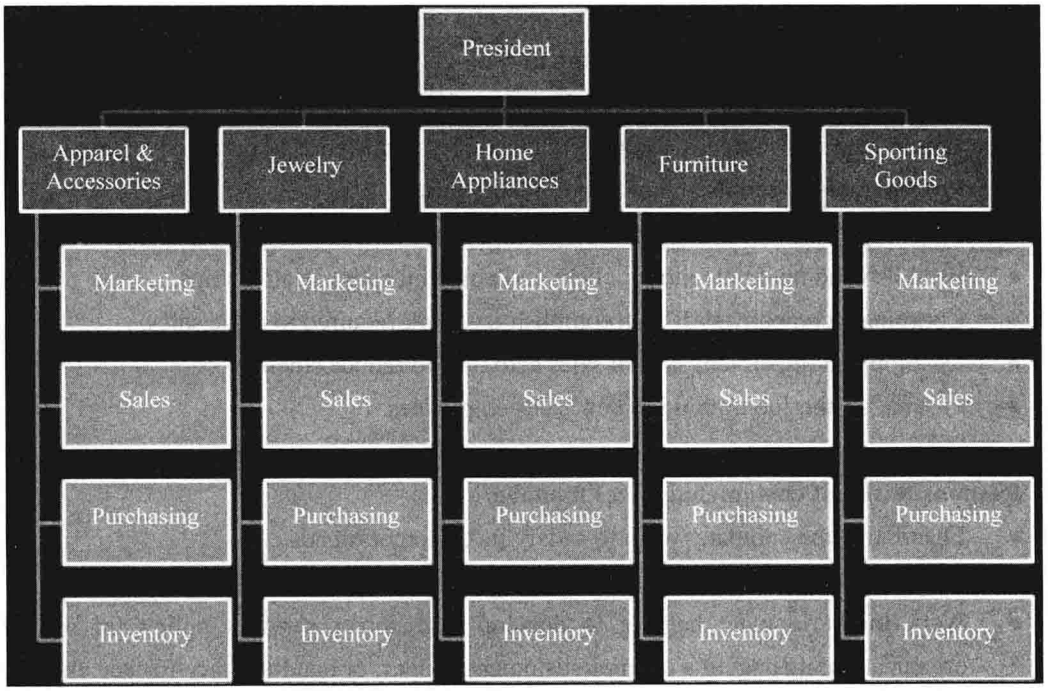
1.1 Types of business structure.

The following examples are basic structures. Ultimately, you will need to choose and tailor a structure that best fits your business goals and needs—either adopting a basic model or combining different models.

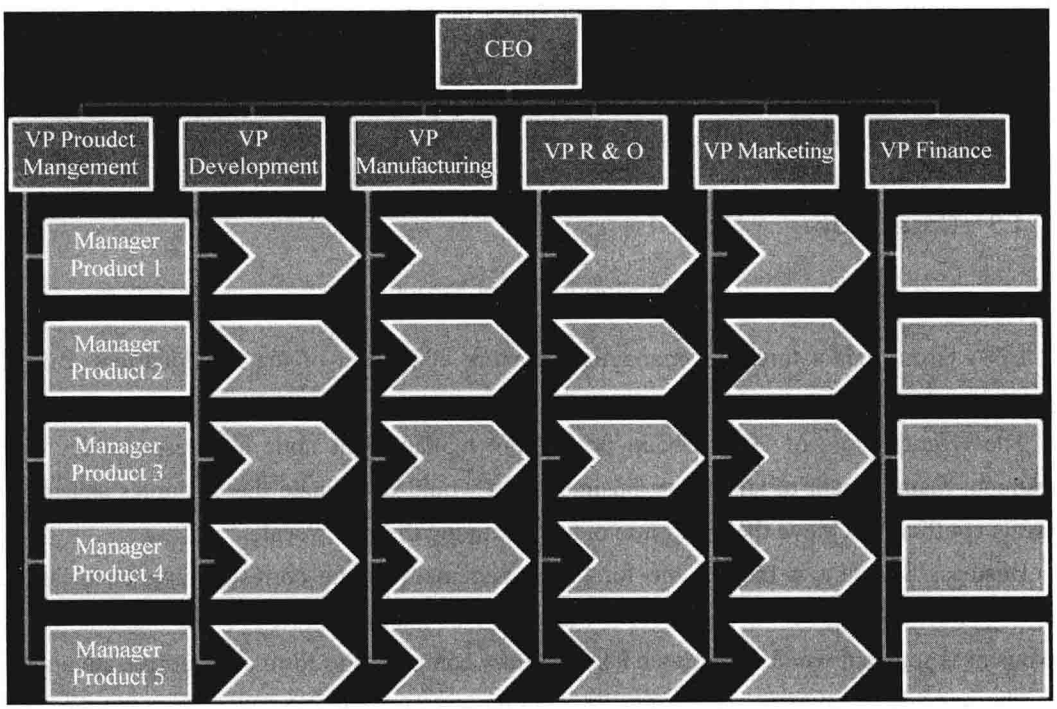
Functional Organization Structure



Product Organization Structure



Matrix Organization Structure



1.2 Responsibilities

Here are responsibilities of deparment or post of a company.

Responsibilities of marketing department

- Responsible for all sales activities in assigned regions.
- Present and sell company products and services to current and potential clients.
- Prepare sales materials and promotion activities.
- Prepare presentations of product information and sales contracts.
- Establish and maintain current client and potential client relationships.
- Coordinate company staff to accomplish the work required to close sales.
- Develop and implement special sales activities to reduce stock.
- Provide on-the-job training to new sales employees.

Responsiblities of customer services manager

- Ensure that the company work to satisfy its customers'needs.
- Work at various levels, from head office to the front end of the business.
- Work might include: helping to develop a customer services policy for an entire organization; managing a team of customer services; or handling face-to-face enquiries.
- Lead or supervise a team of customer services staff.
- Learn about your organization's products or services and keep up to date with any changes.
- Keep ahead of developments in customer services by reading relevant journals, going to meetings and attending courses.

1.3 Case study

HNA Management Structure

HNA Group has a three-tier managing structure consisting of the Headquarters, Business Segments and Subsidiary Companies.

The Headquarters of HNA Group is the core management node and responsible for the investment management of subsidiary businesses. It would coordinate the resources sharing and interests conflict to achieve the maximum outcome among the group scale.

Business Segment is responsible for the management of the corresponding business. The focus of a business segment is one specific industry. This makes it more professional and riskless. The business segment would coordinate its subsidiary companies to form competitive advantages.

The subsidiary company is responsible for day-to-day operation and management of the company.

This structure is the best way to implement the business strategy of the HNA Group. HNA

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