



全国职业教育“十二五”精品教材

商务英语

BUSINESS ENGLISH

主编◎刘素军 多晓萍 白晶



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内 容 提 要

本书共分为 10 个单元, 每个单元紧紧围绕一个主题展开, 全书共涵盖了工作与职责、商务会议、商务旅行、商务宴请、商务谈判、贸易会展、市场营销、客户服务、人力资源、电子商务等商务活动中最为重要的 10 个领域。本书非常适合作为各类职业院校商务英语专业及相关专业的教材, 也适合作为涉外商务工作人员和商务英语学习者的参考资料。

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随着我国加入 WTO 以及经济全球化程度的进一步加深,我国与外界的经济联系日益频繁,参与全球经济活动的深度和广度都达到了前所未有的程度。因此,各行各业对于专业商务英语人才的需求也急剧增加。

本教材编写的目的是帮助商务英语专业、国际贸易专业及其他相关专业的学生在真实的场景下学习商务英语专业知识,提高国际商务英语的交际技能,从而为社会培养专业化的商务人才,满足社会的需求。

在编写过程中,作者尽可能地寻求英语语言能力的培养和商务知识学习的最佳结合点,在培养学生英语语言能力的同时,让学生熟悉各种商务活动,了解相关的商务知识,使学生在真实的场景下学习专业语言知识,掌握国际商务英语的操作技能。

全书按照交际教学法的要求,通过设计真实情景向学生传递商务知识。本书共分为 10 个单元,每个单元紧紧围绕一个主题展开,全书共涵盖了工作与职责、商务会议、商务旅行、商务宴请、商务谈判、贸易会展、市场营销、客户服务、人力资源、电子商务等商务活动中最为重要的 10 个领域。

本教材体现了高职高专商务英语教学的新理念,以“实用、够用”为原则,以培养职业能力为核心,以工作实践为主线,突出实用性和实践性。

本书特色:

- **主题性强。**每个单元围绕一个主题展开,通过听说练习、情景对话等环节,旨在培养学生在各种常用商务情景下综合应用英语语言的能力。
- **选材实用。**本教材在选材方面注重文章的时效性和典型性,以最地道的商务语言传递最新的国际商务信息和当今商务热点。取材宽泛、语言规范、内容系统、时代感强、重难点突出、解析透彻清楚,集知识性、趣味性和实用性于一体。
- **内容丰富。**本书听说部分除了展现商务活动中的主要场景,如谈判、会议、宴请等以外,还设计了 Language Focus 板块,为学生提供了大量与单元主题相关的常用句型,以提高学生的语言表达能力。在阅读板块,每单元有一篇关于商务文化、商务礼仪或是专业基础知识的文章,以增强学生的国际商务文化意识,加强自身修养。此外,写作板



块介绍了会议纪要、日程安排、邀请函、名片、备忘录、合同、商务信函等多种常用应用文的写作,给出了典型范文和针对性练习,帮助学生巩固所学知识。

- **易教易学。**本教材选题覆盖面广,语言难度适中,选材新颖,易激发学生学习的兴趣。另外,本教材还提供了丰富的教学资源如听力录音及文本资料、习题答案、教学光盘等,方便教师备课、授课。

本书单元结构图:

板块设置		板块设置说明
Warm-up		从学生熟悉的话题切入主题,导入教学。
Listening & Speaking	Dialogues	通过与主题相关的多个场景对话和一篇文章让学生熟悉并掌握有关日常商务会话用语,并通过情景模拟进行对话练习,让学生学以致用。
	Situational Dialogue	
	Passage	
	Language Focus	给出与单元主题相关的不同场景的常用句型,拓展学生词汇量,进一步丰富及补充学生所学语言点。
	Easy Time	经典英文歌曲,让学生放松心情。
Reading	Lead-in	通过问答题、选择题等多种形式导入文章。
	Reading	关于商务文化、商务礼仪、专业基础知识等的介绍,题材丰富,内容实用,难度适中。文章语言真实地道,信息量大。
	New Words and Expressions	列出生词及短语,给出生词音标、词性及解释,从而排除学生的阅读障碍,扩展学生词汇量。
	Notes	对文中的长难句进行解释或补充说明,对句中的词或短语进行解释和举例说明。
	Exercises	练习部分题型丰富,包括对文章理解的考察、重点词汇的考察、翻译能力的考察等。



Writing	Writing Skills	介绍了商务活动中常用应用文的写作技巧，并给出了典型范文供学生参考。
	Useful Expressions	给出了与本单元安排的应用文写作相关的常用句型，供学生在实际写作中参考应用。
	Exercises	各种商务应用文写作练习。

本书非常适合作为各类职业院校商务英语专业及相关专业的教材，也适合作为涉外商务工作人员和商务英语学习者的参考资料。

由于时间仓促，书中不尽如人意之处在所难免，恳请广大师生批评指正。

编 者

2011 年 7 月



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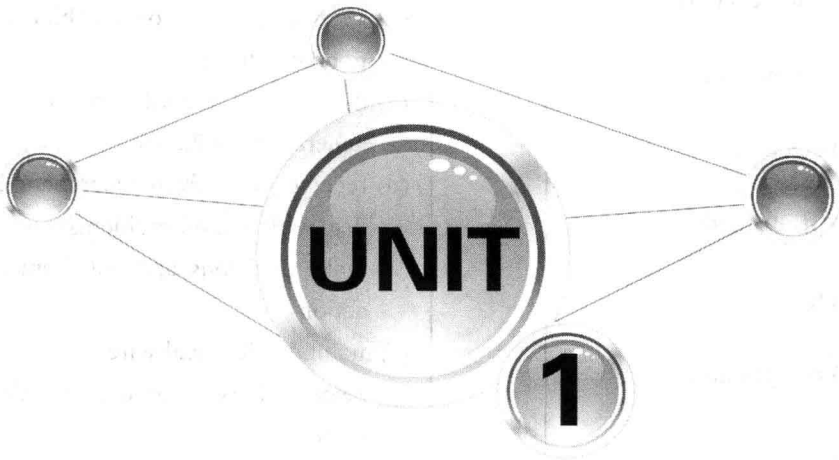


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Jobs and Responsibilities

【Learning Objectives】

After finishing this unit, students should

- ✧ know how to describe jobs and responsibilities.
- ✧ be able to describe departments in a company.
- ✧ know how to write a company description.



Warm-up

1. Work in pairs. Match the following job titles with their corresponding responsibilities.

(1) chief executive officer

(2) accountant

(3) electrician

(4) office clerk

(5) technician

(6) receptionist

(7) cashier

(8) telephone operator

(a) receive visitors

(b) keep equipment or machinery in good condition

(c) deal with records or perform general office duties

(d) receive calls from customers and deal with related problems

(e) make decisions and put them into action

(f) maintain electrical wires

(g) keep and examine the records of money

(h) receive and pay out money in a bank, shop, etc.

2. What is your ideal job? Why do you want to do it?



Listening & Speaking



Dialogues

Task 1: Listen to 5 short dialogues and complete the following chart with related information.

New Words and Expressions

marketing specialist 市场专员

electronics factory 电子工厂

transfer *n.* 调动

sunbonnet *n.* 太阳帽

personnel *n.* 人员; 职员

file *n.* 文件; 档案; 卷宗



Name	Job Title	Responsibility
Bob	marketing specialist	do market research and _____
Catherine	_____	design fashion clothes, sunglasses, _____
_____	technician	_____ machines, make sure the machines work _____
Jacqueline	manager of _____ _____	hire appropriate personnel, _____ _____ proposals for job training, promotion, _____, and salary progression
_____	manager assistant	_____ in order, _____, deal with letters, receive visitors

Task 2: Listen to the dialogue and decide if the following statements are True (T) or False (F).

New Words and Expressions

be occupied with 忙于, 忙着
 regional sales manager 地区销售经理
 Sino-foreign joint venture 中外合资企业
 satisfying *adj.* 令人满意的
 stressful *adj.* 紧张的; 压力重的
 overtime *adv.* 超时地; 加班加点地

- () 1. Peter and Grace were colleagues several years ago.
- () 2. Grace is a regional sales manager. Her company mainly sells shoes.
- () 3. Grace has got a promotion recently. Now she is busier than before.





- () 4. Grace is mainly in charge of exploiting markets, collecting market information and developing customer relations.
- () 5. Peter works as an accountant in a Sino-America joint venture.
- () 6. Both Grace and Peter work under a lot of pressures although their income is quite substantial.



Situational Dialogue

Bettie is a secretary of an HR manager. Today, a new colleague called Andrew is coming to work. Bettie is asked to introduce the departments of the company and Andrew's main job responsibilities. First you are required to match each question with its corresponding answer, and then make a dialogue by using the questions and answers. After finishing the dialogue practice it with your partner.

1. How many departments are there in our company?
2. What are the principal duties of the Public Relations Department?
3. How about the Finance Department?
4. What do people in Logistics Department do?
5. What are my main duties?

- a. They manage supplies, raw materials and inventories. They are also responsible for transportation of products to wholesalers and retailers.
- b. They are in charge of all financial and taxation matters.
- c. People in Public Relations Department take charge in promoting the corporate image, increasing public credit, organizing various activities etc.
- d. As an assistant to the HR manager, your responsibilities are mainly organizing interviews, assisting the manager to do staff training and so on.
- e. There are six main departments in our company: Administration Department, Public Relations Department, HR Department, Marketing Department, Finance Department, and Logistics Department.



Passage

Listen to the passage about the departments and their descriptions in a