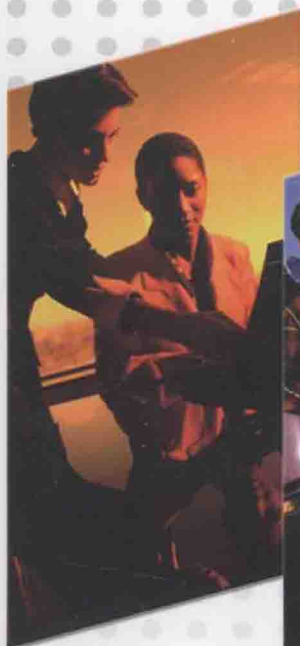





全国高等职业教育专业英语系列规划教材

商务英语实训教程

蒋景东 李辉 主编



 机械工业出版社
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赠电子课件

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商务英语实训教程

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本书是浙江省省级精品课程“高职实用英语”的配套教材。教材内容以商务流程为主线,并有选择地吸收了不少最新研究成果,努力反映了高职商务英语教学实践和高职教育教学改革的新趋势。

本书以应用为导向,体现了知识学习和技能训练兼顾的原则,突出实践技能操作。全书分为社交英语、商务招待、会议组织安排、员工招聘、公司介绍、国际贸易、银行业务和商务报告等8个项目,包含36个任务。每个实训项目均按知识点进行设计,根据具体内容又分为若干个任务。全书条理清楚,内容明确,步骤清晰,评定标准客观、具体,突出了培养“英语+商务+实践+文化”的复合型人才的特色。同时,本书在使用过程中更易于老师指导学生进行实训操作,也易于学生通过实训提高在职场的语言沟通技能。

本书既可作为高职高专商务英语专业的教材,也可供商务英语类的培训、自学使用,如果结合《商务英语理论与实务》使用,信息容量会更大。

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前 言

高职院校商务英语专业的培养目标是培养德、智、体、美全面发展，能胜任国际贸易、市场营销、企业管理、经贸、金融、证券、物流、人力资源和旅游等行业跨文化交际活动的全面发展的实用复合型人才。这一培养目标又可以具体分解为如下三个层次：①知识目标，要求学生掌握英语会话、综合英语、商务文化等语言和人文知识，熟悉国际贸易、管理学、金融学和市场营销方面等基础商务理论；②能力目标，培养学生的语言应用能力、商务实践能力和跨文化沟通能力；③素质目标，提高学生的社会责任感、团队协作精神和道德情操，使其成为具有良好的人文素养的职场通才。

商务英语是“语言知识+商务知识+交际技能+人文知识”的综合，需要科学性与艺术性相结合，这决定了商务英语课程的特殊性，也大大增加了商务英语课程实训的难度。高职商务英语课程的主要目标是培养商务环境下的交际技能，而交际实践具有很强的灵活性、艺术性和权变性，这些是无法用传统的说教方式再现的。因此，如果没有大量亲身参与的实践，这些技能是无法培养的。

本书的编写是编者的又一次大胆尝试，是在体现“商务英语”专业这一职场英语大方向的职业教育要求中，为满足市场需求所做出的努力。作者结合多年的教学经验和商务经验，以商务英语专业的培养目标为基准，借鉴国内外的先进教学方法，结合教学实际，按照职场工作过程要求，设计了比较系统的实训体系。书中每个实训任务都采用了目前流行的、颇受学生欢迎的准环境下的仿真模拟训练。每个任务都采用文化背景知识学习、任务难点学习、任务理念学习、任务话题、情境模拟（仿真实训、角色表演）、实训评价、任务词汇（句子）拓展、主要内容汇总八阶递进的任务驱动模式，重点对在商务环境下的职场交际能力和表达能力进行训练。书后附录中增添了大量商务交际活动中的交际语言和模拟仿真实训练习，可辅助学生进一步提升实际应用能力。

本书从培养学生的职业迁移能力出发，以培养 21 世纪国际通用性商务英语人才（通才）为目的，因此有如下特色：

1. 教学理念上的突破。以学生为本，凸显“导”字，通过参与式教学，

使教师从主讲人、管理者变为导演者、导游者、导航者，学生不再是教师灌输知识的被动接收者、被监督者，而是全面参与教学设计、自我管理的课堂主人，充分体现了“教、学、做”合一的理念。

2. 教学内容上的突破。本书主要内容以工作过程为主线，从与客户建立关系开始一直到整个商务流程的完成，以商务环境下工作项目为导向，内容任务化，每个任务内容以能力培养为主导，以职业技能需求细化分析为根据，以满足岗位技能要求为目标，结合商务师职业资格标准，构建“教、学、做”一体化的内容体系，培养学生的交际能力和处理经贸实务问题的能力，以适应社会对外贸从业人员的素质要求，并寻求语言能力培养和商务英语知识学习的最佳结合点，将语言知识、交际技能、文化背景知识和商务知识融于一体。

3. 教学方式上的突破。学生们组建学习团队，自主学习、集体学习、相互学习；通过各种生动活泼的方式构建互动式课堂；创造各种由学生全面参与式的亲验教学。

4. 教学目标上的突破。注重三维目标，即知识与技能、过程与方法、情感态度与价值观，体现显性教学和隐性教学相结合的原则。

5. 教学链条上的突破。建立学生全面参与的集成式教学系统，从教学理念、教学组织形式的创新，到多媒体教学、系列化实训、全过程的开放式考核，构建了由学生参与的，立体化、系统化的集成系统。

本书是浙江省精品课程“高职实用英语”的部分阶段性成果，也是2011年度浙江省教育科学规划研究课题《“需求分析”视域下的高职英语特色课程体系构建》（编号SCC388）的部分成果。本书既可以作为独立的商务英语实训教材使用，同时也是《商务英语理论与实务》的配套教材。

本书集国家示范性高职建设院校和本科院校教学、科研之所长。参与本书编写的院校有国家示范性高职建设院校——浙江金融职业学院、温州职业技术学院、安徽机电职业技术学院、台州科技职业技术学院和本科院校——四川大学锦城学院。

本书在编写过程中，参阅了目前已经出版的国内外的许多优秀教材和相关资料，引用了一些有关的内容和研究成果，恕不一一详尽说明，仅在参考文献中列出，在此向有关作者致以衷心的感谢！

由于作者水平有限，书中难免有错误和不妥之处，敬请各位读者不吝赐教。

编者

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Project 1 English of Social Intercourse

实训目的与要求: Practice business introduction and make business telephone calls professionally.

预备知识: Language preparation; cultural background knowledge; functional sentences to make introduction and business telephone calls in different situations.

实训内容: Introducing and making business telephone calls formally; personal practice; pair work; making new friends; performance.

项目流程:

1. 商务介绍和商务电话背景知识介绍。
2. 商务介绍和商务电话的难点问题准备。
3. 商务介绍和商务电话的理念。
4. 商务介绍和商务电话的主要话题。
5. 商务介绍和商务电话的情境模拟（角色模拟表演）。
6. 商务介绍和商务电话的情境模拟反馈与评价。
7. 商务介绍和商务电话用语小结。

评价标准:

小组: 合作协调性和配合性。

个人: 资料查找和整合能力, 语言能力, 表演能力, 团队协作能力。

详细落实:

1. 每组提前做好准备, 内容包括背景知识的查找、材料阅读、服装准备和名片准备等事宜。

2. 每组角色的安排: 查找各角色的相关英语表达信息, 确定理想的角色分配。学生最后上交所选定的材料及角色安排等资料, 并说明做此选择的原因。

3. 角色表演的注意事项: 注意第一、二和三次见面时的不同措辞和商务电话用语。

4. 小组之间互提建议, 每组都对其他小组（可以对所有其他小组, 也可以对其中部分小组）进行简单的点评, 总结出最优秀的小组, 最后教师总结评价。

实训重点: 用英语进行正式的商务介绍和商务电话交流, 注意中西方文化差异。

实训难点: 恰当地表达, 处理好文化差异, 在商务介绍和商务电话中加深公司与客户的友谊。

Task 1 Business Introduction

Part 1 Background Introduction

When meeting someone in a Western business setting, conversations usually remain focused on business matters and business topics. Family and/or personal matters are not brought up, especially at the first time you meet. Conversations stick to the business purpose at hand and remain objective and professional.

There are a thousand different ways to greet people. Introduction is a very serious matter, and a pompous utterance is not appreciated. In some countries, business people are very open and informal, while in others, formality is a key and you must always use a person's title when referring to him. Some countries prefer a handshake to greet people but others shy away from any physical contact. There are also cultural norms surrounding gift giving. Some countries have extensive rules and laws defining gift, limiting their legality, while in others lavish gifts are expected and necessary.

For the first meeting, generally we should use etiquette of shaking hands. Handshaking is the accepted greeting. Chinese people usually shake hands very lightly instead of taking the hand firmly and forcefully pumping it, and in China a handshake may last as long as ten seconds. Upon meeting someone, Chinese lower their eyes slightly as a sign of respect. Staring into the eyes of a Chinese might make him uncomfortable. Face—being respected by one's peers—is very important to the Chinese. About the business introduction, you should remember the other party's name and position. In order to continue to talk, you can talk something about weather. It is feasible in many countries. When you introduce others, you should introduce everyone presented. Except introducing a person's name, you should also offer some personal background. It is helpful to make conversation continue. Westerners usually don't pass cards to each other, and only in the business activities do they use business cards.

Part 2 Teaser

- ☆ When you're introduced to someone at the office, what do you say?
- ☆ Do you greet co-workers differently if you know they're in a higher position?
- ☆ What's the difference between business and non-business introductions?

Part 3 Concept

- ☆ Knowing how to express yourself during business introductions and/or greetings makes you and your company appear more professional.
- ☆ Business greetings are the same whether you're inside or outside the office.
- ☆ To develop and sustain good business relationships in effective ways.

Part 4 Topic

Handshakes

In business encounters, handshake is the dollar. Traditionally, handshake has been a sign of trust. People extended their hands to show they were unarmed. Today, handshake is an important symbol of respect and a proper business greeting.

When do you need to shake hands?

- When you are introduced to someone and when you say goodbye.
- When a client, customer, vendor or any visitor from outside enters your office.
- When run into someone you haven't seen for a long time, such as a co-worker from another division.
- When you enter a meeting and are introduced to participants.
- When a meeting ends, you say goodbye or help formalize any agreements that have been reached.
- Whenever you feel that it will be appropriate or you will develop a sense for it.

Questions for After-reading

Are the following statements true (T) or false (F)?

- () 1. We shake hands when we are departing.
- () 2. We shake hands to show we agree with someone's ideas.
- () 3. We shake hands when we want to sell something to someone.
- () 4. We shake hands when we are making a self-introduction.
- () 5. When a meeting ends, you say goodbye or help formalize any agreements that have not been reached.

Part 5 Practice (Performance)

1. Conversation of business introduction

In the following conversation, Carol Jacobs is a senior executive from a corporate head office. She's on a business trip to the company's Asia division office (joint venture in Beijing). David Li, the Vice-president in charge of Asian operations, greets her.

David: Good morning, Carol. It's great to see you again. Did you have a good trip over?

Carol: Yes, it was a good flight. I was a little tired yesterday, but I'm OK now.

David: Great! If you're ready, I'd like to introduce you to some of our key personnel.

Carol: Let's go.

David: Carol, this is Kathy Chen, our Financial Officer. And Kathy, I'd like you to meet Carol Jacobs.

Carol: I'm pleased to meet you, Kathy. You're doing a great job. The division's finances are in top shape.

Kathy: Thank you, Ms. Jacobs. I'm happy to meet you, too.

David: And this is Ben Guo. He's in charge of Marketing. Ben, let me introduce Carol Ja-

cobs.

Ben: How do you do, Ms. Jacobs?

Carol: It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.

Ben: Thank you. I must say I have a great staff.

David: I think you'll find all of our staff are top-notch.

Carol: I'm already convinced of that, from the reports I've seen. Well, I'd like to see our manufacturing operation now, if I could.

David: Sure thing! Right this way.

2. Dialogues

Dialogue A (A: Miss Huang B: Mr. West C: Mr. Chen D: Mr. David)

A: I think we haven't met each other before, have we?

B: Oh yes. Aren't you Miss Huang? We met the other night at a dinner.

A: I'm very glad to see you again. Have you met Mr. Chen, our manager?

B: No. I haven't had the pleasure.

A: Let me introduce Mr. Chen to you. This is Mr. Chen, our manager.

B: How do you do, Mr. Chen? Glad to know you.

C: How do you do, Mr. West? Glad to know you, too.

B: I don't think you have met David, a friend of mine. This is David.

A&C: How do you do, David. Glad to see you.

D: How do you do. Glad to see you, too.

Dialogue B (A: Miss Smith, the secretary of Mr. Nelson's office B: Mr. Simpson, a visiting businessman)

A: I don't think we've met before. I'm Mr. Nelson's secretary. My name's Mary Smith.

B: Hello, I'm Bill Simpson. Delighted to meet you, Miss Smith.

A: Pleased to meet you, too. Well, where are you from?

B: Canada.

A: Welcome to our company. Please take a seat.

B: Thank you.

A: Would you have a cup of tea or coffee?

B: Tea, please.

Dialogue C (A: Miss Mary B: Mr. Jones C: Mr. Brown)

A: Good morning, Michael. How are you this morning?

B: I'm very well, thanks, Miss Mary.

A: Good. This is Michael Jones, Mr. Brown.

B: How do you do, sir?

C: Hello.

A: Mr. Brown is our new Managing Director, Michael.

C: How long have you been working here, Mr. Jones?

B: Nearly two years, sir, but not all the time working here. I was in the record department for ten months.

C: Do you like it here?

B: Yes, very much.

C: Good. Well, I'm glad to have met you, Mr. Jones.

B: Thank you, sir.

3. Practice this task with 2 or 3 people. Your group can choose one of the following scenarios, and you must carry the conversation beyond initial introductions and greetings, depending on the scenario.

☆ Representatives from different companies meeting at a business banquet.

☆ New employee being introduced to management and co-workers.

☆ Hosting a business lunch/dinner with staffs and potential clients.

Part 6 Feedback and Comments

After you finish the task, tell your classmates and teacher how you feel about your performance. Then the teacher will make an overall comment on your performance and give you some suggestions.

Aims of this task
Student's feedback
Teacher's comments

Part 7 Sentence Expansion

- ◆ I think we haven't met each other before, have we?
- ◆ Aren't you Miss Huang?
- ◆ We met the other night at a dinner.
- ◆ I'm very glad to see you again.
- ◆ Have you met Mr. Chen, our manager?

- ◆ No. I haven't had the pleasure.
- ◆ Let me introduce Mr. Chen to you.
- ◆ Delighted to meet you, Miss Smith.
- ◆ Welcome to our company.
- ◆ This is Michael Jones, Mr. Brown.
- ◆ How long have you been working here?
- ◆ Nearly two years, sir.
- ◆ Do you like it here?
- ◆ Yes, very much.
- ◆ I'm glad to have met you.

Part 8 Summary

Business introductions can also be used in day-to-day situations when addressing or greeting people under formal circumstances. However, the reverse is not true—casual greetings don't have a place in most business situations.

Proper business introductions are an effective way to create the right impression of the first time or in subsequent meetings. It can lay a strong foundation for developing a productive business relationship.

◆ 1st time greetings

The following are some of the common greetings that can be used when meeting someone in a business setting for the first time.

1. How are you? Pleased to meet you.
2. How do you do? Glad to meet you.
3. Happy to meet you. It's a pleasure to meet you.
4. Nice to meet you. I'm excited to meet you.
5. I'm delighted to meet you. (More commonly used by women.)

◆ 2nd time greetings

The following are some of the commonly used business greetings that can be used when you've already met someone.

1. How are you? How are you doing?
2. Good to see you again. How's everything?
3. Great to see you again. How's it going?

◆ 1st person introductions

The following are some of the common expressions you can use to introduce yourself in a business situation.

1. Hi, I'm . . .
2. Hello, my name is . . .

◆ 3rd person introductions

The following are some ways to introduce someone you know to a 3rd party.

1. Let me introduce you to . . .

2. I'd like to introduce you to . . .
3. I'd like you to meet . . .
4. This is . . . (Usually used to introduce peers, subordinates, or casual acquaintances.)

The following are some replies you can make when someone greets you or introduces you.

1. How are you? I'm good/fine, thank you.
2. I'm happy to meet you. I'm glad/happy to meet you too.
3. It's a pleasure to meet you. The pleasure's all mine.
4. How are you doing? I'm doing fine/well/very well, thank you.

The following words are usually not appropriate in most business settings, because they are overly expressive.

highly, extremely, exceedingly, greatly, overjoyed, ecstatic, wonderful, thrilled, charmed, elated, enchanted, lovely

The following are words to avoid because they might be interpreted the wrong way.

anxious (sounds too eager)

content (sounds too complacent and static)

The following expressions are too superfluous or flowery.

on cloud nine, be tickled pink, in seventh heaven, cool, groovy, fantastic

The following words are not positive or confident responses.

fair, so so, all right, okay/OK

Task 2 Business Calls

Part 1 Background Introduction

Learning the proper etiquette for telephone conversations in a Western business environment is important. As the two sides can not see each other's body language, they will have some difficulties about the telephone communication. So it is very important to maximize the use or understand some of the implied language through voice cues to catch each other's support, approval or opposition attitude and feeling.

To convey things on the phone, people should repeat the key words such as numbers, date, time, etc. Those information should be reaffirmed in order to avoid error.

Western clients and customers are not expecting an overly friendly conversation when they make a business call. They expect some degree of professionalism. If the person answering the call is too lackadaisical, unenthusiastic or indifferent, they may hang up and take their business someplace else!

Part 2 Teaser

☆ Do you receive business calls at work? Do you make any business calls?

☆ How do you answer the phone in your office?

☆ Does your company deal directly with the public? Should a client call be answered differently from an internal call?

Part 3 Concept

☆ All calls are important, especially in conversations with clients or the general public.

☆ Correct etiquette projects a professional image for you and your company.

☆ Etiquette for internal calls differs only slightly from that of external calls.

Part 4 Topic

How to Professionally Put a Caller on Hold

On Hold Do's

• Do greet the caller politely or use your company standard greeting (i. e. "Thank you for calling About. com. This is Jim Bucki. How may I help you?").

• Do wait for a pause in the conversation to tell them you are going to put them on hold.

• Explain the reason for putting them on hold.

• Tell them you will return to their call in a minute.

• Apologize for the inconvenience or thank the caller for holding when you return to the caller.

• Take the person's phone number and call them back if you will be more than 60 seconds away from the phone or you need to put them on hold again.

• Do use the caller's name frequently to add a personal connection to the caller.

On Hold Don'ts

• Don't interrupt the call to put them on hold.

• Don't leave them on hold for more than a minute.

• Don't put them on hold multiple times in one call.

• Don't make them call you back; you call them back.

• Don't be rude no matter how mad a customer may be.

Questions for After-reading

Are the following statements true (T) or false (F)?

() 1. On hold Do's, usually it includes 6 aspects.

() 2. Apologize for the inconvenience or thank the caller for holding when you pick up the caller.

() 3. Take the person's phone number and call them back if you will be less than 60 seconds away from the phone or you need to put them on hold again.

() 4. On hold Don'ts, usually it includes 4 aspects.

() 5. Don't put them on hold multiple time in one call.

Part 5 Practice (Performance)

1. Conversations of business calls

In this conversation, Sally is a receptionist for a major computer hardware supplier. In this particular morning, she is also filling in for a personal secretary who called in sick.

Sally: Good morning, ABC Computers, Sally speaking. Can I help you?

Caller 1: Yes, I'm Dave Michael. I'd like to talk to Amy Winter, please.

Sally: Just a moment, please. I'll transfer your call.

Caller 1: Thank you!

Sally: Good morning, ABC Computers, Sally speaking. Can I help you?

Caller 2: My name is Lance Steven. May I speak to your Customer Service manager?

Sally: I'm sorry, he's in a meeting. May I take a message?

Caller 2: When will he be available?

Sally: I don't know, sir. Would you like to leave a message?

Caller 2: No, that's OK. I'll call back.

Sally: Good morning. Ms Carling's office. What can I do for you?

Caller 3: This is Marlene Casper. I need to meet with Ms Carling. She knows who I am.

Sally: Hold on, please. I'll check her schedule . . . You can meet with Ms Carling at 10:00 tomorrow.

Caller 3: That'll be fine. Thank you very much.

2. Dialogues

Dialogue A (A: Cathy Winer B: Mary Fox)

A: Madison Industries. This is Cathy Winer speaking. Can I help you?

B: Good afternoon. Could you connect this call with Mr. Black, please?

A: May I know who's calling?

B: This is Mary Fox of A. B. C. Computer Co. I'm calling on behalf of Mr. Tom Backer, the General Manager of our company.

A: I am sorry, Ms. Fox. Mr. Black is now in a meeting. May I have your number and ask him to call back later?

B: I'm afraid Mr. Baker would like to speak to Mr. Black right now. He has got an urgent matter to discuss with Mr. Black without delay.

A: OK. Then, would you please hold the line? (One minute later) Ms. Fox, the line is through. Mr. Black is ready to answer the call. Go ahead, Ms. Fox.

B: Thank you for your kind assistance, Ms. Winer.

A: You are welcome.

Dialogue B (A: Secretary B: John Carter)

A: Good morning. NTT Co.

B: Hello. May I speak to Mr. Ira Black, head of the Export Section, please?

A: I'm sorry. Mr. Black has just gone out. May I ask who's calling?

B: This is John Carter from Ace Consultant. Would you please tell me when I could get a hold of him?

A: I really have no idea when Mr. Black could be available in the office. Could you call back later or would you mind leaving a message?

B: I think it's better for me to leave a message. But it's important and urgent. Please make sure he gets this message.

A: I see. I'm sure to pass your messages to Mr. Black.

B: Good. Would you mind telling him that due to some sudden changes, he should not fill out any orders for NNC Corporation until further notice? It's very important. I'll explain later.

A: Okay, let me repeat your message to see if I've got it all.

3. Practice with another person. One of you represents the company, and the other is the caller. Choose and practice one of the following scenarios:

- ☆ Calling doctor's office to make an appointment.
- ☆ Calling a store to see if something is in stock.
- ☆ Calling a large corporation to speak to the head of Marketing.
- ☆ Calling a large department store to complain about customer service.
- ☆ Calling a travel agent to find out the cost of a package deal to North America.
- ☆ Create your own typical scenario.

Part 6 Feedback and Comments

After you finish the task, tell your classmates and teacher how you feel about your performance. Then the teacher will make an overall comment on your performance and give you some suggestions.

Aims of this task
Student's feedback
Teacher's comments