



浙江省重点教材
纺织服装高等教育“十二五”规划教材

职场英语实训教程——涉外商务

涉外
商务

—Foreign Affair Business

主编 施慧英

Workplace Practice for Professional English

东华大学出版社



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——涉外商务

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前言

为了顺应高等职业教育英语课程改革的方向,解决目前高职英语教学缺乏针对性和职业实用性的问题,在广泛调研的基础上,我们编写了这本《职场英语实训教程——涉外商务》,旨在加强高职英语教学内容的职业针对性和实用性,实现与就业岗位的对接,使学生毕业后能够尽快适应涉外工作岗位的需要,促进学生未来职业生涯的发展。

本书是以“工学结合、能力为本”的高职教育理念为指导,在对涉外岗位群的主要工作和关键能力的分析基础上而编写的适应涉外岗位需求的实训教材。本教材将学生置于模拟工作环境中,结合涉外工作中使用英语的典型场景,注重训练学生涉外活动中的各种语言表达方式,培养学生涉外交流活动中必要的语言综合基本技能。本书着重培养职场环境下学生的听、说、写等应用能力,特别是工作过程中的英语交际能力。本书可以作为高职高专、电大、成教公共英语实训教材使用,也可以作为企业员工的英语培训教材。

本教材结构安排:共分六个单元和八个附录。各单元安排如下:第一单元,求职应聘;第二单元,涉外商务接待;第三单元,国际商务会展;第四单元,国际商务旅行;第五单元,国际商贸洽谈;第六单元,进出口合同履行。附录1-8收录了世界主要银行货币名称、世界贸易组织及公司内部结构名称、国际贸易英语术语及涉外交际场合里的高频词汇、职务职位名称、纺织服装词汇、国际贸易常用英语表达式。

本教材配有听力光盘和学习辅导书,供教师参考和学生自学使用。

各单元体例安排:

单元学习、实训目标 (Objectives of Learning and Workplace Practice): 学生在学习、实训之前了解该单元内容,明确学习及实训重点并有的放矢地加以学习与训练。

课前热身 (Warm-up Questions): 通过对相关主题的提问,让学生用已有的知识、经验回答问题,检测学生对主题的了解程度,激发学生的学习兴趣。

背景知识 (Background Information): 提供单元学习任务相关的背景知识,介绍涉外工作中的社交及商务礼仪,为学生学习及跨文化交流扫清障碍。

听力与会话 (Listening and Speaking): 提供典型涉外职业场景的示范对话;常用表达式 (Useful Expressions) 提供相应职业场景中典型的表达素材,便于学生在实践



中进行移植，旨在培养学生涉外英语口语交际能力。

实用文的阅读与写作 (Practical Reading and Writing)：提供涉外商务文书的标准范文，并详细介绍其格式、写作技巧，同时提供该类商务文书中常用的表达式，旨在帮助学生熟悉并掌握涉外商务文书的写作技巧，培养和提高学生涉外商务文书的写作能力。

实训活动 (Practical Activities)：设计大量模拟工作场景，通过说、写、译实训活动，帮助学生把所学的知识、技能运用到相关的工作场景中去，培养学生的职业迁移能力。

本相关词汇与术语 (Related Words and Expressions)：提供本单元生词、词组，还补充提供本项业务环节的各个场景中常用的专业术语及表达式，便于学生参考、套用。

本教材的特色：本教程以任务项目为载体，依据功能和情景相结合的原则选材和编写，注重职场涉外岗位英语技能的训练。通过案例学习及情景模拟实训，培养学生职场英语交际技能。本教材具有以下几方面特点：**1. 实用性及针对性。**本教材的内容设计以涉外商务活动及贸易交往为主线，都是日常涉外商务活动的情景再现；实训情景选材也源于涉外岗位内容，贴近工作实际，便于学生熟悉和掌握涉外工作的实际操作过程；**2. 职业性及应用性。**教材内容联系职业实践，应用性强，有助于学生掌握未来工作中涉外交际所需要的英语语言知识和应用技能。此外，本教材的内容设计还结合了高等学校英语应用能力笔试及口试的形式及内容，与英语考级、考证相衔接；**3. 新颖性及创新性。**教材的体例安排突破了按照语言知识和语言技能来组织教学的传统方式，根据不同职业涉外工作中共性的典型工作任务及职业场景设计、组织学习内容，每单元浓缩成一个典型工作环节，学习任务与工作任务相结合，体现“教、学、做”一体化；**4. 内容模块化。**各模块内容既相互联系，又可独立操作。各学校可根据专业和教学实际从中选择不同的模块组合，有选择地进行教学。

本教材创新之处：**1. 教学理念创新。**本教材以“工学结合、能力为本”的职业教育理念为指导，将语言学习与职业技能培养有机融合；**2. 内容及体例安排创新。**本教材突破了按照语言知识和语言技能来组织教学的传统方式，根据不同职业涉外工作中共性的典型工作任务及职业场景设计、组织学习内容；**3. 活动设计创新。**本教材改变教师主导、语言知识讲解为中心的模式，变为以学生为中心、学生亲身实践为主的模式，主要采用任务驱动、情景模拟、案例分析等行动导向的方法，实现“教、学、做”一体化。

外贸企业专家吕幸女士对本教材的编写提出了许多宝贵意见，并审阅了部分书稿，提出了宝贵的修改意见，在此表示衷心的感谢。

本教材由施慧英担任主编。参加编写的人员有：施慧英、吕幸、陆晓楠、周鼎坤、张红赛。参加审稿的人员有：吕幸、刘建长。

本教材在编写过程中，参考、借鉴了国内外出版的相关书籍和相关网站，引用了其中的一些例子，在此深表谢意。

由于编者水平有限，时间仓促，疏漏及不妥之处在所难免，敬请专家、学者及读者指正。

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Unit 1

Job-Hunting

Objectives of Learning and Workplace Practice

- 👉 Learn how to collect recruitment advertisements;
- 👉 Know some background knowledge about job interviews;
- 👉 Understand the importance and necessary steps of interviewing in job hunting;
- 👉 Master basic words and expressions related to job interviews;
- 👉 Learn to write résumés and application letters;
- 👉 Communicate successfully in a job interview.



Warm-up Questions

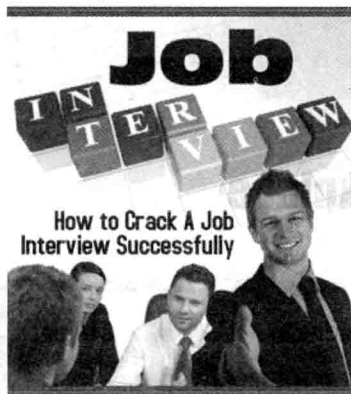
Pair Work: Discuss the following questions with your partner.

1. *What is the function of a job interview for both the interviewer and the applicant?*
2. *Do you know what typical questions an interviewer might ask?*
3. *Which factors are involved in a successful job interview?*
4. *What should you prepare before the job interview?*
5. *How should you behave during the job interview?*



Part 1 Background Information

Successful Job Interviews



A job interview is an ideal opportunity for an applicant to be face-to-face with the potential employer. The employer uses this time to evaluate (评估) not only your skills and abilities, but also your potential "fit" within their organization.

A successful interview involves two factors: one mental and the other physical. Mentally, it's important to prepare yourself fully for the interview, without worrying too much about it. Remember to answer their questions objectively (客观地) and honestly with confidence and enthusiasm (热情).

Practice your answers to common interview questions. Likewise, prepare a list of questions to ask the employer. Most interviews follow this pattern: First, you answer questions about your experience and qualifications (资历), then you ask questions about the job. Don't hesitate to ask for additional information or for clarification (阐明) on key points. Focus your questions on the employer or the job, not on yourself. Put the company's needs first.

Prepare your interview materials before you leave for the interview. Bring several copies of your résumé, a list of references, and, if appropriate, any work samples. Make sure they are all up-to-date.

Dress professionally (职业地) and comfortably. You will be judged in some respects by what you wear. When in doubt, dress conservatively (保守地). It's always a good idea to wear a suit; it doesn't have to be a designer suit, but something plain and conservative.

Upon initially meeting your interviewer, look him/her directly in the eyes, introduce yourself with a handshake firm but not overbearing (傲慢的). Maintain eye contact at all times during the interview and show interest in everything the interviewer talks about. Provide direct and honest answers to all questions, but only give what is asked for.

Be honest and get feedback (反馈). Do not blame or criticize any previous bosses or employers. Ask about salary at the end of the interview and only in a final interview. Ask for feedback at the end of the interview. This will lead to a further clarification of your skills and make you a better fit for the position.

Being confident, conservative and to the point (切中要害) will almost certainly make you get your dream job.

Part 2 Listening and Speaking

Task 1 Listen and Practice

In this part, you will hear 3 sample dialogues between an interviewer and an interviewee. Listen to the dialogues and practice them.

Sample Dialogue 1

Li Hua has come for the job interview for a salesperson in New York Corporation.

Henry Hudson, director of HR Department, is interviewing him.

(H: Henry Hudson L: Li Hua)

- L:** Good morning. My name is Li Hua. I am here to be interviewed for the post of a salesperson.
- H:** Sit down, please. I am Henry Hudson from HR Department.
- L:** Nice to meet you, Mr. Hudson.
- H:** To start with, tell me about your education, please.
- L:** All right. I shall graduate from Zhejiang Vocational College of Commerce this year. I major in international trade.
- H:** Have you ever done any sales work before?
- L:** Yes. I once worked part-time as a sales assistant for a textile company. I was praised for my work there.
- H:** That's pretty good. If you take this job, you'll have to travel a lot. Would you mind that?
- L:** No, I am young and unmarried. That won't be a problem.
- H:** Tell me if you have a good command of both written and spoken English.
- L:** When I was a sophomore, I passed CET-6.
- H:** Why are you interested in this company?
- L:** I think working in this company would provide me with a good opportunity to make full use of my knowledge and display my ability to the fullest.
- H:** What do you know about this company?
- L:** This company is one of the biggest trading companies in the world. There are a lot of branches in all parts of the world with the head office in the U.S.A. Shanghai Office was established four years ago. It deals in business machines.
- H:** I think you'd like to know about salary and welfare. The starting salary for trading clerks in this company is RMB 3, 000 per month, and a raise is given after six months according to your



performance. We also provide other benefits such as annual bonus, three-week paid vacation a year, and health insurance. Are these satisfactory?

L: Yes, these are quite attractive.

H: Do you have any questions about the job?

L: I was told that some of your Chinese employees are sent to the United States to attend the training program provided by the head office. I'd like to know how you choose employees to attend the program.

H: Almost all Chinese employees are entitled to take the training course, but as the number of trainees at one time is limited, we select them based on how well they have done at their respective posts. Are you really interested?

L: Sure. I'll do my utmost if I am employed by this company.

H: It has been pleasant talking with you, Mr. Li. We'll notify you of our final decision within one week.

L: Thank you for your time, Mr. Hudson. I hope to see you soon.

H: Good-bye.

Sample Dialogue 2

Zhang Hua has come for the job interview for a secretary in a company. A receptionist takes her to the office of Mr. Black, director of HR Department. Mr. Black is having an interview with her.

(**R: Receptionist** **Z: Zhang Hua** **B: Mr. Black**)

R: Good morning, madam. Can I help you?

Z: Good morning. I am Zhang Hua. Yesterday Mr. Black told me to come for a job interview this morning. Is he available now?

R: Yes, he is waiting for you in Room 203.

Z: Thank you very much.

(Zhang Hua is knocking at the door.)

Z: May I come in?

B: Yes, come in, please.

Z: Good morning, Mr. Black. I am Zhang Hua coming for an interview.

B: Nice to see you. Take a seat, please.

Z: Thank you.

B: Can you tell me something about yourself and your past experience?

- Z:** I have worked as an executive secretary for 5 years, first for a trading company, and now I am working for a trust company. I interact well with peers, clients, administrators and bosses. I thrive on challenge and work well in high-stress environments.
- B:** How are your typing and shorthand skills?
- Z:** I can type 100 Chinese words a minute and take dictation in English at 150 words a minute.
- B:** Can you operate computers skillfully?
- Z:** Yes, I can. I have received some special training in computers. Besides, I am good at operating common office machines, such as fax machines and duplicating machines.
- B:** Sometimes we are very busy and need to work overtime. How do you feel about that?
- Z:** That's all right. But could you tell me how often and how many hours I should work overtime?
- B:** It just depends. If we have important visiting delegations, you have to stay with us. It's not unusual.
- Z:** Mr. Black. I'd like to ask you a question.
- B:** OK, please.
- Z:** What specific duties would I perform if I am hired?
- B:** Nothing different from a secretary's common responsibilities. However, you know, our company is an international trade-oriented company, can you handle English papers and write English correspondence?
- Z:** Yes. I specialized in English secretary studies at college and that's one of the main parts of my present job.
- B:** What are your salary expectations?
- Z:** I really need more information about the job before we start to discuss salary. Maybe you could tell me what is budgeted for the position.
- B:** The starting monthly salary would be ¥2,000, with rises after half a year according to your competence.
- Z:** I think it's acceptable and I really like the job. And when can I know the decision?
- B:** We'll inform you of our final decision by early July. Do you have any other questions?
- Z:** No. Thank you for your time.

Sample Dialogue 3

Mr. Zhang has come for the job interview for a programmer in a company. Mr. Wang, director of HR Department in a company is interviewing him.

(Z: Mr. Zhang W: Mr. Wang)



Z: Excuse me. I have an appointment with Mr. Wang at nine. May I come in?

W: Yes, come in, please. I am Mr. Wang. You must be Mr. Zhang, right? Take a seat, please.

Z: Yes, I am. Thanks.

W: I'd like to start this interview with some questions. Why do you think you are qualified for this position?

Z: According to your advertisement, you want an experienced software engineer. I think my background meets the requirement of this position.

W: Then tell me something about your background.

Z: My major was computer science when I was at college, and I am quite familiar with Visual C++ and Java language.

W: Well, what do you think about the development in computer?

Z: The developments in software are going ahead very quickly and more and more problems are solved by software. In some regions, the hardware is completely replaced by software. So I think the software industry has a bright future.

W: Have you ever designed any programs concerning network?

Z: Yes, I have designed some programs for the network with Visual C++ and I have passed the test for programmers—MCSE.

W: Have you got anything to ask me?

Z: Yes, can you tell me what my responsibility in this position is?

W: Yes, of course. You would be responsible for the development of software products.

Z: I see. This is my advantage.

W: Good. Have you got any other questions?

Z: No.

W: Ok I will contact you in a week. See you.

Z: I am looking forward to your call. Bye.

Task 2 Listen and Fill in

In this part you will hear an application letter. Listen to it twice and put the missing words in the blanks.

Dear Sir or Madam,

Yesterday your company advertised in the newspapers for a _____ engineer. I'd like to _____ that position. I think I am _____ enough to meet all your requirements. I have _____ a computer engineer in a computer company for 5 years after finishing a three-year program in a technical college. I hope that I may be given an _____ at your convenience.

Thank you for considering my application. I am looking forward to _____ you.

Task 3 Listen and Complete

In this part you will hear two dialogues between an interviewer and an applicant with some parts missing. Listen to the dialogues three times and complete them by asking the applicant questions.

Dialogue 1

S: Come in. Please take a seat.

W: Thank you.

S: Miss Wang, _____ your educational background?

W: OK. I graduated from Ningbo Polytechnic and I studied there for three years, majoring in marketing.

S: _____?

W: Yes, I've been working as a salesperson for a foreign trade company.

S: _____?

W: I work in a company where further promotion is impossible, so I've decided to make a change. I'd like to find a job which is more challenging.

S: I see.

Dialogue 2

I: _____?

A: I graduated from Zhejiang Textile & Fashion College.

I: _____?

A: I majored in international trade.

I: _____ of your major.