

商务英语专业中高职一体化系列教材

总主编 李德荣

# The Business World

## 企业与社会

主编 / 顾 萍

上海商贸职业教育集团 组织编写



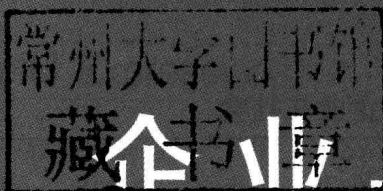
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中国的企业正在向与国际接轨的现代企业转型。这一转型就宏观层面而言,是一种文化的转型。其成功与否,取决于能否借鉴世界上(尤其是发达国家和地区)已被证明为成功的企业管理文化。企业管理文化博大精深,至关重要。它大可涉及国计民生、社会安定、企业责任、管理风格,小可涉及计划安排、日常管理、服务态度、待人接物。这一文化是整个社会文化的一个重要组成部分,且直接影响人民生活。令人遗憾的是,对这一文化至今尚缺少应有的关注和倡导。

上海商贸职业教育集团根据国家经济发展战略和教育部构建现代职业教育体系的要求,从2009年起致力于各级各类职业教育协调发展的研究和中高职教育有效衔接的实践,完成了中高职教育定位正确、专业培养目标与职业岗位培养方向对接、学历证书与人力资源和社会保障局职业资格证书融通的《会计》、《市场营销/连锁经营管理》、《金融事务》、《国际商务》、《现代物流》、《应用艺术设计》、《酒店管理》和《商务英语》8个中高职教育专业教学方案。其中《商务英语》是基于国际化视野、有机融入企业文化、所有课程进一步突出能力标准的全新开发的专业教学方案。

《商务英语》专业教学方案致力于引进新的国际教育教学理念,从理论到操作层面对旧的课程设置和教学内容进行改革,使之既与国际接轨,同时又适合中国国情。该教学方案大力引进国外课程,解决英语学习和专业学习的矛盾,意在终结英语学习和专业学习“两张皮”的历史,并探索中高职教育如何实现有效衔接或在一体化的研究中取得积极的进展。项目论证的有关专家一致认为,新方案从实际而非概念出发,借鉴发达国家成功经验,大胆创新,为中高职商务英语专业的发展,开创了值得努力探索和实践的新道路。

该专业教学方案配套教材计划开发12种,按教学进程需要,我们将以下8门课程列入首批编写,这些课程包括《企业与社会》、《电话交流技能》、《工作场所交流技能》、《工作文件写作》、《商务谈判》、《管理学基础》、《国际贸易》和《营销学基础》。这些教材以英语为载体,介绍先进的企业管理文化,同时具有语言教材的一些特点,使之适合中国学生学习。与传统教材相比,新教材具有下列特点:

## 1. 专业课程体现专业特色,迈出与国际接轨的步伐

以往的专业课程没有明确的规定和规范,各校根据自身的条件和情况开设,有的侧重外贸,有的侧重营销,也有的将重点放在开设一些单证、报关等实务课程。新教材积极借鉴国外相关经验,从培养目标出发,以“能用英语从事商务活动”为教改基本思想,以英语应用能力和商务实践能力为重点,以求达到“知识型、发展型技能人才”的培养目标。把商务专业知识的学习与英语学习自然地融合在一起,让学生既学专业,又学英语,两者相辅相成,相得益彰。

## 2. 切实做到中高职课程衔接

以往中高职互不通气,各行其是,所开设的课程有相似,亦有重复,非常不利于专业建设。新教材对中高职课程进行了明确的界定,即使是同一门课程,对课程内容和教学方式也作了明确的区分,尤其是对“双语”、“全英语”的界定,保证了中高职课程的有效衔接。

## 3. 标准细化,便于操作

新教材对课程的知识 and 技能要求作了全新的诠释和详尽的规定,由浅入深,知行一体,经过一定的教学思想的提示,十分有利于课程的实施。在体例上,这套教材既是专业教材,又具有语言教材的特点。在介绍专业知识的同时,对专业知识的语言载体——包括词汇、句型、习惯用法、商务英语的特点等用注释、标示及各类练习等手段,让学生掌握并应用,提高英语水平。这一新的尝试,旨在努力改变以往商务英语专业存在的英语学习和专业学习“两张皮”的状况,开创一条专业学习与英语学习融合的新路。

## 4. 运用先进的教学理念

教材从内容到形式均为创新型教材,从教学内容到教学手段,既充分与国际接轨,同时又适合于中国学生,为国内首创。在专业知识介绍方面,内容上力求基础、实用,文字上力求简明、通俗,以适合职业教育的特点和学生现有的英语水平。

我国的职业教育与发达国家相比差距很大。这也使它具有较大的发展空间和创新空间。职业教育的发展需要更多的关注、关心和扶持。本套教材系新创,问题和不足在所难免,希望广大教师在使用中提出宝贵的修改意见,以使本套教材得到不断完善。

上海商贸职业教育集团常务副理事长

冯伟国

2012年8月12日



英语,一直以来都是国际经济、文化、政治、科学等各方面交流的重要工具。近年来,随着全球经济一体化进程的加快,我国对外经贸交流日益增多,对涉外事务人才的需求也日益增加。为适应这一趋势,许多高职院校开设了商务英语专业,培养既有较为扎实英语语言基础,又掌握一定的商务知识,能用英语从事一般商务活动的专门人才。

《企业与社会》是一册用英语学习商务专业知识的入门教材,供高职高专商务英语专业学生和有相同需求的相关专业(如国际贸易、国际营销、涉外旅游等)学生使用。教材用英语撰写,是为了帮助学生学会用英语来表达涉及企业、企业经营和企业管理等各类概念和各种活动,为学生今后从事涉外商务活动打下专业基础和语言基础。本教材内容包括企业的基本特征和重要性,企业的主要活动,企业与社会的关系,企业的商业道德和社会责任,以及不同的企业形态。鉴于我国高职学生一般不具备企业工作的经历,对企业和社会了解较少,增补关于企业以及企业和社会的关系等基本知识,对于他们来说是至关重要的。用英语来学习这些概念和知识,能有效地提高学生的整体英语水平和实际使用能力。

编者出于帮助学生更好地使用本教材、提高教学效率的目的,在编写时吸收了许多语言教材的特点。首先,教材语言力求浅显易读,避免使用过于艰深难懂的句子和词汇。对于语言(包括专业)上的难点,教材提供较为详尽的注释,既可帮助学生弄懂教材内容,拓宽知识面,也有利于自学;此外,丰富和大量的词汇、句型的练习,旨在帮助学生举一反三,更好、更熟练地掌握语言技能。本教材努力探索一条“一举两得”的新路,即既能帮助学生专业知识,又可以有效提高学生的英语水平。这种专业学习和语言学习的融合,也许应该成为我国商务英语专业课程建设的亮点和特色。

在教学上,我们建议采取专业知识和语言技能并重的策略。知识固然重要,但作为知识的载体语言,其重要性再强调也不过分。所谓“皮之不存,毛将焉附”,建议在教学过程中把握好两者之间的关系,强调学以致用,让学生有更多实践、演示和发挥的机会,培养学生获取信息、分析信息和归纳演示的能力。教学进度则可根

据学生的英语水平和接受能力等实际情况来确定,部分可采用双语教学。

为方便教学,本书配有习题参考答案,需要的读者可访问 [www.lixinaph.com](http://www.lixinaph.com) 获取。

作为上海商贸职业教育集团教学改革项目的一个部分,本教材在编写过程中得到了集团领导的大力支持,在此深表谢意。参与本教材编写的人员有上海东海职业技术学院顾萍(第1单元、第3单元),吴忆枝(第2单元),赵红(第4单元)。编者对这项充满创新的教学改革工作虽然热情投入,但限于经验和水平,不当之处在所难免,欢迎使用本教材的广大师生提出修改意见,以期不断改进,精益求精。

编 者

2012年8月

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Unit

**1**

# **The Everyday Importance of Business**



## 1. The Business World Around You

The world of business is all around you. Every day you make some purchases and you are interacting with<sup>1</sup> business. You also interact with employees in many different organizations. For example, when you walk through a department store, you see shop assistants help customers with their purchases and managers give instructions to employees. These activities are necessary to run the whole business.

If you work for a company, you will gain experience and observe business first hand. For example, if you work in a restaurant, you will receive a paycheck from the owner in exchange for<sup>2</sup> your labor. In the working place you see how people feel about their working environment and their supervisors. You might also notice how the company uses different management techniques to motivate you and your coworkers to achieve company goals.

The importance of business is that it provides products or services to customers. Entrepreneurs organize, manage and assume the risk of starting businesses mainly for earning profit<sup>3</sup>. Business tries to make the best possible use of resources such as men, machines and materials for the production of goods.

Business owners, employees, and customers are the three main parties that determine the success of a business. In large corporations, the ownership and management of the business may be separate. The real owners of General Motors<sup>4</sup> are the stockholders. They receive a return on their investments<sup>5</sup>. The president of General Motors is responsible for managing all the employees. GM employees include the managers and union members who operate the assembly line. If you drive a Chevrolet, Buick, or Cadillac<sup>6</sup>, you are a General Motor customer. You care about the style and general image of the car manufactured by GM.



Many exchanges and much mutual understanding are needed for the business system to function. All parts in the system must work to create an environment of trust through fair and ethical behavior<sup>7</sup>. The relationship among owners, employees, and customers is illustrated in Figure 1. Business owners are willing to risk money and other resources in order to get a financial reward.

Employees exchange their personal skills and abilities for a salary. Customers exchange money and other financial resources to get products that they want and need. By buying products, customers directly support employees and business owners. In theory, all parties in the world of business should benefit and get what they want out of life.

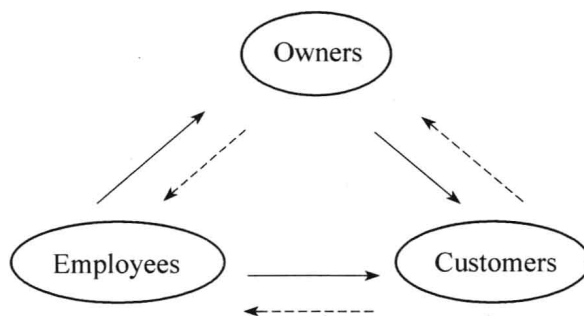


Figure 1: Relationship among the Business, Emploeyss, and Customers

- > Direct benefit given such as a service, good, or idea  
 - - - - -> Reward or payment for benefit

In the world of small business the owner often takes on more than one role<sup>8</sup>. Consider a woman who makes clothes in her home for sale to others. The woman has to purchase supplies such as cloth materials and thread. She uses her skills to make attractive clothes and find customers who are willing to buy her products. She is both owner and employee as she serves customers. Even though her business is small, it is subject to<sup>9</sup> legal and regulatory requirements. For example, if the woman is selling her clothes to public, she must obtain a retail-sales-tax license<sup>10</sup> to conduct her business.



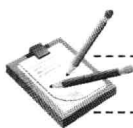
Domino's Pizza<sup>11</sup> began as a small business. Tom Monaghan and his brother opened the first store in 1960 in Michigan. Their business included baking the pizzas, marketing them to the customers, hiring and firing employees<sup>12</sup> and arranging financing of the store<sup>13</sup>. Although they started out with only one store and a few employees, today Domino's Pizza has become the world's largest delivery-only company<sup>14</sup>. With \$2 billion in sales, it is the second largest pizza chain in the United States.

Like Domino's Pizza, many businesses start off small<sup>15</sup> and the owners are responsible for most business activities. As they grow larger, managers and

employees are needed to make the business function.

These examples tell us that business relies on many people to work toward common goals. When a person makes a product and sells it to friends, it is a simple business. Procter & Gamble<sup>16</sup> had sales of \$17 billion on hundreds of products worldwide and it is a large business. In most cases, general business principles apply to<sup>17</sup> the operation of both small and large businesses.

The impact of business on your everyday life is great, and some knowledge of business will improve the quality of your personal business decisions<sup>18</sup>. The decisions are about how to earn a living, how to manage your money, and how to organize your time. Your knowledge of basic business principles will help you a lot in making these important decisions.



## Notes:

1. interacting with: 与……打交道。
2. in exchange for: 交换, 换取。
3. Entrepreneurs organize... mainly for earning profit: 企业组织、管理企业, 并承担经营企业的风险, 主要目的是为了盈利。
4. General Motors: 通用汽车公司(美国)
5. a return on their investment: 投资回报。
6. Chevrolet, Buick, or Cadillac: 雪佛兰、别克、凯迪拉克均为通用汽车集团旗下知名汽车品牌。
7. create an environment of trust through fair and ethical behavior: 通过公平和合乎道德的行为建立起能够相互信任的环境。
8. takes on more than one role: 担任的角色不止一个。
9. (be) subject to: 受……管辖的。
10. retail-sales-tax: 零售税; license: 执照。
11. Domino's Pizza: 达美乐比萨, 创立于1960年, 总部设在美国密歇根州。
12. hiring and firing employees: 雇佣和解雇员工。
13. arranging financing of the store: 负责商店的资金筹措。
14. delivery-only company: 只做外卖的公司。
15. start off small: (企业)创办之初规模很小。
16. Procter & Gamble: 宝洁公司(美国), 简称 P&G, 全球最大日用品公司之一。
17. apply to: 适用于……



18. improve the quality of your personal business decisions; 提高个人商务决策的质量。



## Questions based on the text

I. Decide whether the following statements are true or false according to the text.

- ( ) 1. When you buy some food in the store, you are interacting with business.
- ( ) 2. The importance of business is that it provides useful information to customers.
- ( ) 3. Business owners assume the risk of starting businesses only for earning money.
- ( ) 4. In large corporations, the ownership and management of the business may be separate.
- ( ) 5. Customers exchange their personal skills and abilities for a salary.
- ( ) 6. In the world of small business the owner often takes on more than one role.
- ( ) 7. Small businesses are not subject to legal and regulatory requirements.
- ( ) 8. General business principles apply to the operation of both small and large businesses.
- ( ) 9. There is little impact of business on ordinary people's life.
- ( ) 10. Deciding how to manage your money is a business decision.

II. Answering the following questions according to the text.

1. When you walk through a department store, what will you see?
2. Why is business important to customers?
3. What are the three main parties in business?
4. What resources can business use to produce goods?
5. Why are the business owners willing to risk money and other resources?
6. Why should we learn some knowledge of business?



## Topics for Discussion

1. List some situations in which people are interacting with business.

2. What are the three main parties in business and what are their basic activities in business?
3. Compare the role of the owner of a small business to that of the owners of a large corporation. How are their roles similar? How are they different?
4. What are the personal business decisions people have to make in their life? List some examples.



## Your Business Vocabulary

purchase	<i>n. &amp; v.</i> 购买	management	<i>n.</i> 管理
employee	<i>n.</i> 雇员	stockholder	<i>n.</i> 股东
paycheck	<i>n.</i> 工资	return	<i>n.</i> 收益; 回报
supervisor	<i>n.</i> 主管	investment	<i>n.</i> 投资
coworker	<i>n.</i> 同事	function	<i>v.</i> 起作用
entrepreneur	<i>n.</i> 企业主, 企业家		<i>n.</i> 功能
resource	<i>n.</i> 资源	supply	<i>n.</i> 供应
owner	<i>n.</i> 所有者		<i>v.</i> 提供
customer	<i>n.</i> 顾客	license	<i>n.</i> 执照
corporation	<i>n.</i> 公司, 企业	chain	<i>n.</i> 连锁店
ownership	<i>n.</i> 所有权	impact	<i>n.</i> 影响



## Useful Expressions

working environment	工作环境	in exchange for	交换
assume the risk of	承担风险	be subject to	受……管辖
interact with	与……打交道	motivate sb ... to	激励某人做……
earn profit	赢得利润	apply to	适用于……

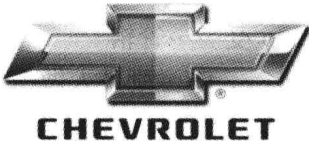

1. Choose one word from Your Business Vocabulary to complete the following sentences.
  1. As her \_\_\_\_\_, I think she is a very good secretary.
  2. The family claims to have the \_\_\_\_\_ of this land.
  3. You should improve your \_\_\_\_\_ skill if you want to be a good manager.
  4. McDonald's is a large fast food \_\_\_\_\_ with stores all over the world.
  5. The factory has made a huge \_\_\_\_\_ in new machines and equipment.

6. The new store across the road has taken away most of my \_\_\_\_\_.
7. You can not drive a car without a driving \_\_\_\_\_.
8. In 1989 our \_\_\_\_\_ was founded in Shanghai.
9. Our country is rich in natural \_\_\_\_\_.
10. Her speech made a great \_\_\_\_\_ on everyone.





II. Choose one expression from Useful Expressions to translate Chinese into English.

1. According to the study, workers work harder in \_\_\_\_\_  
(舒适的工作环境).
2. Students should learn how to \_\_\_\_\_  
(与不同的人打交道).
3. Business owners \_\_\_\_\_ (承担着失掉全部钱的风险).
4. The operation of foreign companies are \_\_\_\_\_  
(受当地法律管辖).
5. The teacher tries a lot of methods to \_\_\_\_\_  
(来激励学生更认真的学习).
6. Tom gave me a book \_\_\_\_\_ (来交换我的电影票).
7. The new company has \_\_\_\_\_  
(赢得巨大的利润).
8. The new method does not \_\_\_\_\_  
(适用于这个案例).

III. Match the logos in column A with the world-famous brands in column B.

Column A	Column B
	A. General Motors
	B. Chevrolet

(continued)

Column A	Column B
	C. Buick
	D. Cadillac
	E. Domino's Pizza
	F. Procter & Gamble