

高职高专英语系列教材

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# 新职场导向英语

# N

ew Workplace English

沈银珍 总主编 王铁铭 主 编



浙江工商大学出版社  
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# 序

近年来,高职外语教学改革随着社会的需要步伐迈得越来越快,也成为英语教学园苑中的一枝奇葩。高职外语教学既不能是高中外语课程的延续,也不能成为“行业英语”课程。这势必给高职外语教学改革造成难度。从《新职场导向英语》教材的理念中不难看出,本书在努力寻找改革的切入点,真正把握了高职学生学习的特点,以“任务”操练的方式进行语言学习,并把语言知识点植入将来的职场应对当中,使学生的语言学习有了真实的语境认知,从真正意义上激发了学生的学习兴趣。同时也体现出“任务型”语言教学的优势,突出“学”而非“教”的理念,教师可以通过诸多与职场相关的语言学习“任务”来检验和评估学生语言能力,培养学生的自主学习能力,也避免了教师成为教材“传声筒”的现象。

本教材以一个刚走出校门的毕业生做“导学”,给课堂增添了新意,使每个独立单元的脉络既清晰又连贯,学生学习也更有亲切感。本教材是一本有特色的高职外语教材,希望该教材能成为高职外语教材的“导向”。

浙江外国语学院 桂清杨

2013年1月15日

# 编写说明

《新职场导向英语》是高职外语教学改革的一项新成果,是“任务型教学”的有效尝试。教材的编者均为高职教育一线的优秀教师,在多年的教学实践中,摸索出一套较原先更加贴近高职学生、充分迎合高职学生未来职业需求的教学思路,通过系统地整理与编撰,形成了本教材。本教材改变了传统的语言学习方法,更加关注语言学习的实践性,针对高职学生的学习特点和认知需求,模拟学生未来步入职场可能遇到的各种场景,设计了丰富多彩的学习任务,融“教、学、做”为一体,让学生在“做任务”的过程中完成语言习得。

本教材的编写目的有二。第一,让学生以英语语言学习为平台,了解职场的基本知识以及所需的基本技能。比如,如何做毕业前准备、步入职场所需要的素质、什么是团队合作、如何规划自己等。第二,通过本教材所规划的教学实践,提高学生的英语水平和整体素养。把培养学生“能力”的实践融入到每个学习环节中,培养沟通能力和团队精神、安全意识、有效工作等职场中所提倡的新职业能力。

该教材的突出特色是对“任务型教学”的实践。教材的编写围绕“学”和“练”,让学生真正成为课堂教学的核心。

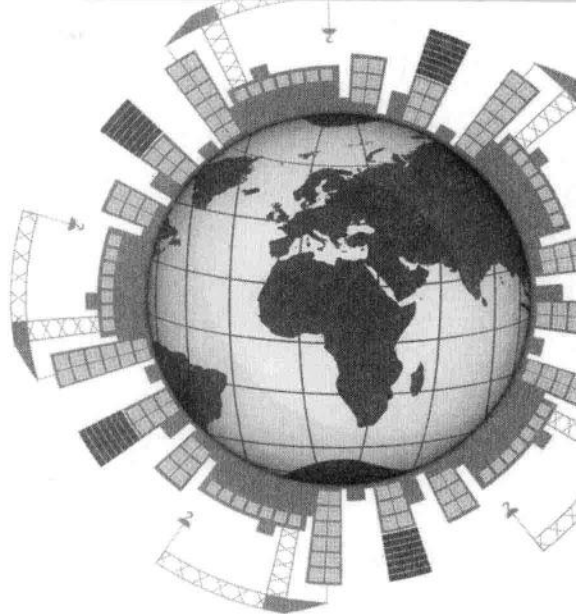
一、创新。以职场导向为切入点,针对高职院校独特的教学背景以及高职学生的学习特点,将“任务型教学”融入教材。每个单元的学习目标都以“听”“说”“读”“写”的任务形式呈现,学生可以通过完成“任务”,从而习得语言、练就能力。

二、实用。教材所选取的素材均来自真实工作场景和实际工作中的案例,这些真实的语料和案例不但能让学生接触到大量的高频词汇以及地道的英语表达方法,同时还能通过真实的情景模拟演练,锻炼学生应对并处理职场问题的能力。

三、互动。教材以“枫林和您一起闯职场”为主线,以一位同样刚步入职场的学生为引导,带领学生一起经历从第一章“了解公司”到第八章“职业生涯规划”的完整过程,通过一本教材的学习,让学生提前预热,感受未来可能面对的一系列问题,“学”与“练”的过程便是解决问题的过程。这样的设计为教材平添了一分趣味性,同时更显教育体系的完整性。

本教材以职场为导向,着力于培养学生用英语开展工作的能力,课程设置形式多样、选材严谨,是一本颇具匠心并且普适性较强的高职英语教材。

# 目 录



UNIT 1	COMPANY KNOWING .....	1
UNIT 2	JOB HUNTING .....	15
UNIT 3	OFFICE ACTIVITIES .....	33
UNIT 4	EFFECTIVE WORK .....	47
UNIT 5	WORKPLACE SAFETY .....	61
UNIT 6	WORKPLACE EMOTIONS .....	75
UNIT 7	PRODUCT INTRODUCTION .....	91
UNIT 8	CAREER DEVELOPMENT .....	107
APPENDIX	ANSWERS AND SCRIPTS .....	123

## ***UNIT 1    COMPANY KNOWING***

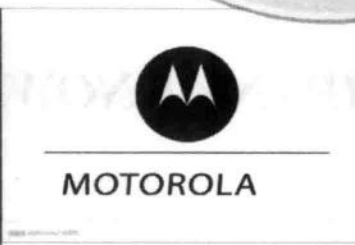


When Fenglin is hunting for a job, one important thing for her is to search for company profiles and company structures. This is the first step for a student who is going to graduate. Please listen and read the following. Would you like to go with Fenglin and learn more about company profiles and company structures?



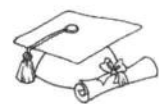
Before you learn:

Are you familiar  
with the following  
companies?



In this unit you will learn about:

1. What a company profile includes,
2. What the company structure is and how it works,
3. How to make an introduction to a company,
4. How to write a company profile.



Learning outcomes:

At the end of this unit, you will be able to:

1. Talk about company profiles,
2. Know about company structures and their functions,
3. Make an introduction to a company,
4. Write a company profile.





## Part One Ear Practice

### Task One: Listen and choose the correct answers.

Distinguished guests, ladies and gentlemen,

Good morning. I am very honored to have the opportunity to (1) address/advice such a distinguished (2) audience/audition. My name is Monica Li and I am in charge of the (3) PR/HR Department of Oracle China. What I'd like to do today is to provide you with some general (4) information/television about the Oracle Corporation and its latest developments in (5) China/Chinatown. Hopefully, this introduction can help you gain a better understanding of our company.

My presentation will be divided into (6) two/too parts. Firstly, Oracle, and secondly, Oracle China. The presentation will last about (7) 15 minutes/50 minutes. If you have any questions, please feel free to ask at the end of my presentation.

### Task Two: Listen and fill in the blanks.

Once named, appliance, to establish, vacuums, more, climbed from, making, dishwashers, exports, bootstraps

Haier Group is China's ambassador to (1) \_\_\_\_\_ stores worldwide. (2) \_\_\_\_\_ Qingdao Refrigerator Plant, the company (3) \_\_\_\_\_ the verge of bankruptcy (4) \_\_\_\_\_ itself as a world-renowned brand. China's largest appliance company manufactures refrigerators and freezers, air conditioners, (5) \_\_\_\_\_, microwaves, televisions, (6) \_\_\_\_\_, mobile phones, computers, and (7) \_\_\_\_\_ under more than 90 product categories. Haier Group (8) \_\_\_\_\_ its goods and sells them more than 160 countries and regions in North America, Europe, the Middle East, Asia, and Africa. Since pulling itself up by its (9) \_\_\_\_\_, Haier has been busy (10) \_\_\_\_\_ purchases and linking joint ventures to branch out into other markets.

### Task Three: Match the words with their definitions.

(1) Company Overview	A. TCL was listed on the ASX in 1996 as a stapled security (comprising 1 share in the Company and 1 unit in the Trust). This issue of securities and convertible infrastructure bonds raised \$455 million. In November 2001, TCL became a triple stapled security.
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续 表

(2)Company History	B. CityLink has an effective monopoly over fast transport across the city of Melbourne. The toll road trust deed allows for toll increases of the greater of 4.5% or the CPI for the first 15 years. The fully electronic tolling system was a world first.
(3)Differentiating Factor	C. TCL's major customers for CityLink are the residential commuters in the suburbs of Melbourne plus small business and the major transport companies.
(4)Major Customers & Competitors	D. TCL also has significant interests in the WestLink M7 toll freeway in Sydney's west and in M1, M4 and M5. More recently, TCL acquired the Pocahontas Parkway in Richmond, Virginia (USA).



## Part Two Open Your Mouth

**Task One:** Read the definitions below and add the correct letter: "v" or "b".

- (1)Cooperation between two or more companies: a joint \_\_\_\_ enture.  
 (2)The extra money employees receive once or twice a year: \_\_\_\_ onus.  
 (3)A house, factory, warehouse, office block etc: A \_\_\_\_ uilding.  
 (4)The person above you in the company: your \_\_\_\_ oss.

*What is the difference in mouth position between a "v" and "b" sound? Which one is similar to a "p" sound and which one is similar to a "f" sound?*

**Task Two:** Can you talk about some companies you are familiar with under the following business headings?

- |                |             |
|----------------|-------------|
| TV sets        | Catering    |
| Computer       | Supermarket |
| Mobile Phone   | Banking     |
| Motor Vehicles | Sportswear  |

**Task Three:**Compose a story with the following words.

call, working for, company, myself, own, opportunity, freedom

**Task Four:** Read the pieces of information and then choose Role A or B. Prepare a one-minute introduction to a presentation about yourself, the company and its plan, respectively.

**Role A**

Position: Technical Director, Mata Shoes.

Duties: —Responsible for quality control of products;

—Works with the Design Department to create new products;

Company profile: —One of the biggest shoe manufacturers in Brazil;

—Manufactures shoes under the brand name “Deniela”;

—Sales in over 20 countries.

Employees: 20,000.

Turnover last year: US \$ 550 million.

Plan: To enter new markets next year.

**Role B**

Position: Sales Representative, Mei Cosmetics.

Duties: —Visits stores and supermarkets selling beauty products;

—Helps to train new sales staff.

Company profile: —Manufactures beauty and skin care products;

—Manufactures equipment for beauty salons;

—Owns several shops in Taiwan, China.

Employees: 750 at its factory and 80 at its head office.

Turnover last year: US \$ 120 million.

Plan: To increase sales by 7% in the next 12 months.



## Part Three Reading

*Fenglin will graduate from the college in three months and she wants to find a suitable job in a well-known company. How can she know which company to choose and make a correct judgment? Maybe she needs to know the companies' profiles first.*

## What is a company profile?

A **company profile**, also called a *business introduction*, is a way to introduce a company. It provides detailed and clear explanations about the activities, abilities, and assets of a certain company.

Company profile can take different forms according to its intended goal. It can be used for a bid, a professional website, a business plan, a press release, a sales brochure.



A company profile includes (1) a firm's history, (2) data of its human, financial and physical resources, (3) corporate structure, (4) past, current and anticipated business performance, (5) its reputation, and the quality of its products.

Before writing a company profile, you need to know who it is for. This determines the layout, format, elements of the company profile, and—above all—the pitch. If you write a corporate profile for your business plan, keep in mind that the readers are potential investors, so the advantages of the company should be highlighted. But if it is for a press release, another pitch should be adopted: You must be more unbiased, and more neutral.

A company profile should include the following information:

- official criteria
  - company name
  - head office address
  - company status
- quantitative criteria
  - number of employees
  - sales figures
  - other financial figures
- qualitative criteria
  - references
  - success stories
  - certifications

**Task One:** Please list new words and phrases you don't know and make sure you know them finally.

- |            |            |            |
|------------|------------|------------|
| (1) _____  | (2) _____  | (3) _____  |
| (4) _____  | (5) _____  | (6) _____  |
| (7) _____  | (8) _____  | (9) _____  |
| (10) _____ | (11) _____ | (12) _____ |

**Task Two: Translation.**

A **company profile**, also called a *business introduction*, is a way to introduce a company. It provides detailed and clear explanations about the activities, abilities, and assets of a certain company.

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**Task Three: Activities.**

**Activity One:** Please draw a company tree with your partner according to your own company. The following passage is for your reference.

### TAF Co. Ltd

TAF Co. Ltd. was founded in the year 1990 with the objective of providing better and efficient service to the markets in the African continent and Southeast Asia.

TAF is one of the leading manufacturers of skincare and haircare products. With its own manufacturing facilities in China and the USA, the company has developed a wide range of products to meet the demands of its international customers. TAF products are extremely popular in their current markets, and the company is now prepared to further expand its customer base throughout the world.

Below is the company's organization chart, including all of its departments and their functions.



**Board of Directors** is the governing body of the company.

**Chief Executive Officer (CEO)** works closely with the Board to provide leadership for the company.

**Administrative Department** provides support and service for the Board and the CEO.

**Production Department** is responsible for the development and manufacturing of products.

**Purchasing Department** is in charge of the actual buying of all items.

**Quality Control (QC) Department** is to ensure that the products are up to certain standards.

**Research & Development (R&D) Department** is responsible for looking into new products and their designs, and the improvement of existing products.

**Sales & Marketing Department** is involved in promoting and selling products.

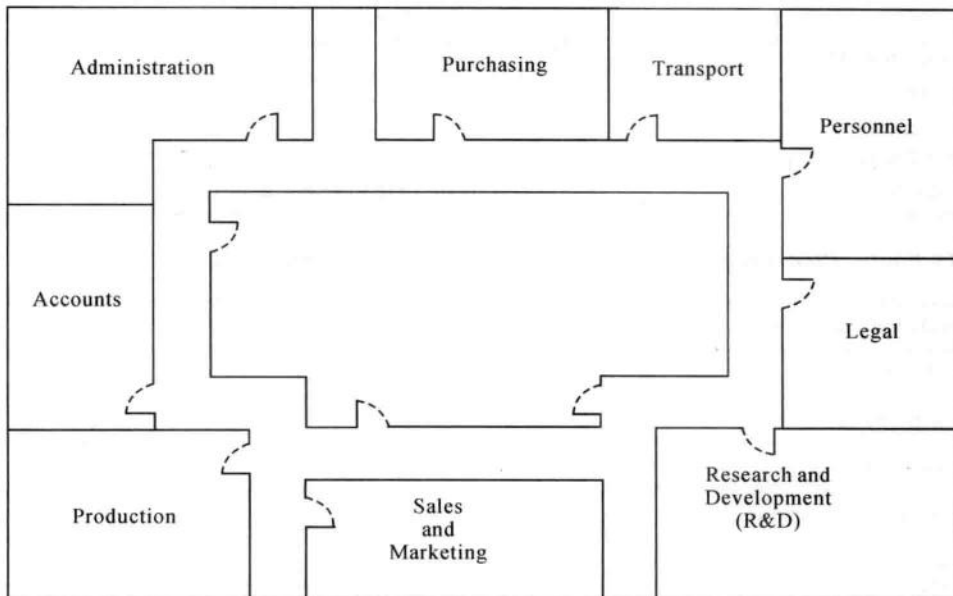
**Accounting Department** monitors the accounts of the clients and the company.

**Human Resources (HR) Department** manages the administrative aspects of the employees.

**Activity Two: Please read the picture and mark each section with the numbers.**

Big companies employing a large workforce have complex internal structures, with separate specialist departments in charge of different functions. There are nine such departments at this company headquarters. Match each function with the department responsible for it.

1. carries out market research
2. works with the factory unit
3. runs the mail room for all incoming and outgoing correspondence
4. draws up contracts

**Ground Plan of Headquarters**

5. operates the firm's trucks, vans and cars
6. works to improve the firm's products range
7. responsible for recruitment and selection
8. pays wages and salaries
9. in charge of the welfare of employees
10. includes data processing services
11. advices on corporate regulations
12. arranges delivery of goods
13. organizes the activities of the sales representatives
14. provides office services, such as typing and photocopying
15. creates new products
16. keeps a record of all payments made and received
17. brings the firm's goods and services to the attention of potential customers
18. organizes training courses
19. orders all supplies needed by the firm
20. organizes quality control to maintain product standards

**Activity Three : Match.**

**Direction:** *There are four types of business ownership in the private sector of the economy. Please put each one in the correct box to complete the table.*



(1) _____	(2) _____	(3) _____	(4) _____
One person providing all the capital	Owned by two or more people who contribute capital	A registered company with restricted share transfer	A registered company whose shares can be bought and sold on the Stock Exchange
A. Public limited company(PLC) B. Partnership		C. Sole trader D. Private limited company(Ltd.)	

**Activity Four : Please translate the following company departments.**

(1)Secretarial Pool	
(2)Head Office	
(3)Branch Office	
(4)Business Office	
(5)Personnel Department	
(6)General Accounting Department	
(7)International Department	
(8)Human Resources Department	
(9)Planning Department	
(10)Research and Development Department	
(11)Advertising Department	
(12)Sales Department	



## Part Four Writing

### Company Profile Sample

#### A&D Company Profile



**Company Name**

A&D Company

**Address**

167, Jiaogong Road,

Xihu District, Hangzhou, PRC

TEL: 86-12345678910

FAX: 86-0571-12345678

**President & CEO**

Huang Jingfen

**Establishment Date**

May 9th, 1977

**Paid-in Capital**6.37 billion *yuan* (as of March 31, 2010)**Annual Sales**28.65 billion *yuan* (consolidated as of March 2010)17.76 billion *yuan* (unconsolidated as of March 2010)**Number Of Employees**

665 (as of March 31, 2010)

3,036 (A&amp;D group total)

**Task One: Complete the English version of the following profile by filling in the blanks based on the information given in Chinese.**

本公司成立于1992年。我们专门生产电子产品和遥控设备。去年我们的营业额大约为7 000万美元,而且我们的业务还在稳步增长。我们的分公司遍布亚洲、北美以及欧洲。我们的员工约有1 000人,大家都勤奋工作,以满足顾客的需求。

为了进一步拓展海外市场,我们需要更多的代理商来经销我们的产品。希望各位能够考虑与我们开展贸易。

The company (1) \_\_\_\_\_ in 1992. We (2) \_\_\_\_\_ manufacturing electronic devices and remote control apparatus. We had (3) \_\_\_\_\_ of about US \$ 70 million last year, and our business (4) \_\_\_\_\_. We have (5) \_\_\_\_\_ in Asia, North America, and Europe, (6) \_\_\_\_\_ about 1,000 employees, and we're working diligently to (7) \_\_\_\_\_ of our customers.

In order to (8) \_\_\_\_\_ our overseas markets, we need more agents to (9) \_\_\_\_\_ our products. I hope you will consider (10) \_\_\_\_\_ with us.