

商务英语专业“互联网+”创新型教材

Oral English for Business

商务英语 口语教程

蒋景东 柳延东 陈国雄 主编
司汝军 主审



配电子课件
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扫二维码
听英文

 机械工业出版社
CHINA MACHINE PRESS

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2018年第一批教育部——开元电子产学合作协同育人项目——“应用型本科院校商务英语专业创新创业一体化人才培养模式研究”成果之一（项目编号：201801222045）

2018年教育部——北京数通国软产学合作协同育人项目——“应用型本科院校商务英语专业课程体系‘需求分析’模型的构建”研究成果之一（项目编号：201801148010）

商务英语口语教程

主 编	蒋景东	柳延东	陈国雄
副主编	李玉娟	董 江	陈 珉
参 编	谭 兴	何冬云	汤文瑞
	赖海威	邓 萍	孙秀娟
主 审	司汝军		

机械工业出版社

本书坚持以应用为导向,以商务英语口语实践为主线编写,以模块情境教学引领、单元学习作为基本逻辑框架,将职场交际理念与语言综合训练相结合,体现了知识学习和技能训练兼顾的原则,突出了实践操作性。

本书在体例上共4个Module,23个Unit。每个Unit包括三个部分:Part I Preparing, Part II Performing 和 Part III Practicing。其中,Part I Preparing 包括 Work individually, Pair work 和 Group work 三个方面的内容;Part II Performing 包括 Reading 和 Listening 两个方面的内容,Reading 分为 New Words and Phrases 和 Group work 两个方面的内容,Listening 分为 Useful Expressions 和 Pair work 两个方面的内容;Part III Practicing 包括 Reading 和 Speaking 两个部分,Reading 分为 New Words and Phrases 和 Work individually 两个方面的内容,Speaking 分为 New Words and Phrases 和 Pair work 两个方面的内容。

本书适合应用型本科院校和高职高专的学生使用,既可以作为独立的商务英语口语实训教材使用,也可作为相关专业的配套教材。

为方便教学,本书配备电子课件和听力答案等教学资源。凡选用本书作为教材的教师均可登录机械工业出版社教材服务网 www.cmpedu.com 免费下载。如有问题,请致电 010-88379375 咨询。

图书在版编目(CIP)数据

商务英语口语教程 / 蒋景东主编. —北京:机械工业出版社,2018.12

商务英语专业“互联网+”创新型教材
ISBN 978-7-111-61353-4

I. ①商… II. ①蒋… III. ①商务-英语-口语-高等学校-教材 IV. ①F7

中国版本图书馆CIP数据核字(2018)第259798号

机械工业出版社(北京市百万庄大街22号 邮政编码100037)

策划编辑:杨晓昱 责任编辑:杨晓昱 孟晓琳

责任校对:黄兴伟 责任印制:张博

北京华创印务有限公司印刷

2018年11月第1版·第1次印刷

184mm×260mm·13印张·292千字

0 001-1900册

标准书号:ISBN 978-7-111-61353-4

定价:34.80元

凡购本书,如有缺页、倒页、脱页,由本社发行部调换

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Preface 前言

商务英语专业的培养目标是培养德、智、体、美全面发展，具有爱国主义情怀，能胜任国际贸易、市场营销、企业管理、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。该专业为大型企业培养外事招待员、商务秘书和金融服务人员；为中小型企业培养外贸业务员、辅助型行业管理员和营销员；为各种展会培养商务口译人员。其培养目标具体可分解为知识目标、能力目标和素质目标。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、金融学和市场营销等方面的基础商务理论；能力目标是培养学生的语言应用能力、商务实践能力和跨文化沟通交流能力；素质目标是提高学生的社会责任感、团队协作精神和道德情操，使学生成为具有良好的人文素养的职场通才。

商务英语口语是“语言知识+商务知识+实践交际技能+文化背景知识”的综合性应用，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。这种特殊性大大增加了商务英语口语实训的难度。商务英语口语课程主要是培养商务环境下的口语交际技能，这种交际实践具有很强的灵活性、艺术性和权变性，如果没有大量亲身参与商务口语实践，这些技能是很难通过传统的说教方式培养的。

本书在传统商务英语口语教学的基础上，通过“互联网+”，将互联网与商务英语教学进行深度融合，充分发挥互联网在商务英语口语教学中的优化和集成作用。

本书结合作者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，设计了系统的口语实训体系，即以情境模块教学引领，以单元任务作为基本逻辑框架，将职场交际理念与语言综合训练相结合。本书中每个口语实训任务都采用了目前流行的、颇受学生欢迎的仿真模拟训练。

本书在体例上共4个Module，23个Unit。每个Unit包括三个部分：Part I Preparing, Part II Performing 和 Part III Practicing。其中，Part I Preparing 部分包括 Work individually, Pair work 和 Group work 三个方面的内容；Part II Performing 包括 Reading 和 Listening 两个方面的内容，Reading 分为 New Words and Phrases 和 Group work 两个方面的内容，Listening 分为 Useful Expressions 和 Pair work 两个方面的内容；Part III Practicing 包括 Reading 和 Speaking 两个部分，Reading 分为 New Words and Phrases 和 Work individually 两个方面的内容，Speaking 分为 New Words and Phrases 和 Pair work 两个方面的内容。

本书具有如下特色：

1. 教学目标上的创新。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，体现了显性教学和隐性教学相结合的原则。

2. 教学理念上的创新。以学生为本，凸显“导”字，通过 Part I Preparing 进行引导，进行参与式教学，教师从主讲人、管理者变为导演者、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。

3. 教学内容上的创新。本书内容打破了以工作过程为主线的传统教学方式，涵盖了从与客户建立关系开始一直到整个商务流程的完成，扩大了商务口语的应用领域。每个单元的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，融合商务师职业资格标准，构建了“教、学、做”一体化的内容体系，以寻求语言能力的培养和商务英语知识学习的最佳结合点，将语言知识、交际技能和商务知识融为一体，从而提高学生的交际能力和处理经贸实务问题的口语应用能力，适应社会对国际商务从业人员的素质要求。

4. 教学方式上的创新。(1) 本书在听力部分加入了二维码，使教学更具有互动性，同时在此基础上扩展了教学范围，使商务英语口语教学更具有无边界性，这种无边界性改变了学生的学习行为，使学生的学习更具有自主性。(2) 本书建立了学生全面参与的教学体系，从教学理念、教学组织形式，到多媒体教学、系列化口语实训，全过程开放，构建了由学生参与的立体化、系统化的系统，把教学的时空视野从课堂内扩大到课堂外，实现了教学渠道与空间的多元化与立体化。

本书集本科院校和国家示范性高职建设院校的学科研研之所长。参与本书编写事宜的院校有贺州学院（本科院校）、温州职业技术学院（国家示范性高职建设院校）和盐城工业职业技术学院（江苏省示范性高职建设院校）。

本书主编由贺州学院的蒋景东、柳延东和陈国雄担任；主审由北京数通国软有限公司的司汝军担任；副主编由盐城工业职业技术学院的李玉娟和温州职业技术学院的董江、陈珉担任；贺州学院的谭兴、何冬云、汤文瑞、赖海威、邓萍和孙秀娟参加编写。

本书是校企合作开发教材，是 2018 年第一批教育部开元电子产学研合作协同育人项目——“应用型本科院校商务英语专业创新创业一体化人才培养模式研究”成果之一（项目编号：201801222045）；2018 年教育部——北京数通国软产学研合作协同育人项目——“应用型本科院校商务英语专业课程体系‘需求分析’模型的构建”研究成果之一（项目编号：201801148010）；也是贺州学院商务英语课程建设的阶段性成果之一。

本书适合应用型本科院校和高职高专的学生使用，既可以作为独立的商务英语口语实训教材使用，也可作为相关专业的配套教材使用。

本书在编写过程中，参阅了国内外许多优秀教材、专著和相关资料，引用了其中一些内容和研究成果，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！

由于编者水平有限，书中难免有错误和不妥之处，敬请各位读者不吝赐教！

编者

2018 年 8 月

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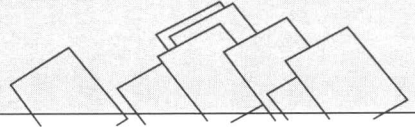
Module *1*



Routine Situation

- Unit 1 Office Work
- Unit 2 Communication
- Unit 3 Paid Vacation
- Unit 4 Business Ethics
- Unit 5 Products Introduction and Promotion

Unit 1 Office Work




Objectives


In this unit, the students are required to grasp the following contents.

1. Learning to talk something about office work with some given useful words and phrases of this unit freely.
2. Learning to talk something about office work with some given useful sentences of this unit freely.
3. Reading a passage about office work and then paraphrasing it.
4. Listening and having a role play about office work.

..... Part I Preparing

 **Work individually:** How often do you like to do these things in your office?

In your office, you like...	Often	Sometimes	Never
to work alone			
to work with a partner			
to work on a small group			
to work in a team			
to play computer			
to do some work in the given time			

 **Pair work:** Compare your answers with a partner.

I never play computer in office, especially in working hours. What about you?

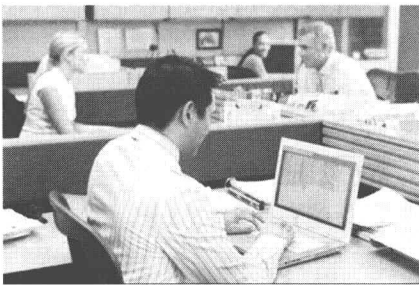
 **Group work:** Discuss the following pictures around office work.



Picture 1



Picture 2



Picture 3



Picture 4

..... Part II Performing

Reading

————— New Words and Phrases —————

ballpark [ˈbɔːlpɑːk] *adj.* 相近的, 估算的
 figure [ˈfɪɡə(r)] *n.* 人物; 数字; 身材; 算术
 profit [ˈprɒfɪt] *n.* 利润
 regular [ˈregjələ(r)] *adj.* 有规律的; 规则的, 整齐的; 不变的; 合格的
 refuse [rɪˈfjuːz] *v.* 拒绝; 回绝; 推却
 overtime [ˈəʊvətaɪm] *n.* 加班; 加班费; 加时赛; 超出的时间, 额外的时间
 in the middle of 在……中间

a ballpark figure 大概的数字
 bottom line 要旨; 底价
 turn... into... 把……变成……
 CFO=Chief Financial Officer 首席财务官
 out of the red 不再亏损
 in sick 生病的
 be laid off 被裁员; 下岗; 失业
 graveyard shift 全体夜班的工人; 夜班

 **Group work:** Read the following sentences and learn how to use them freely.

1. In the middle of something? 正在忙某事吗?
2. What are you up to? 你正在做什么?
3. Can you just give me a ballpark figure? 能不能给我一个大概的数字?
4. Bottom line: we have to turn into profit by 2022.
最重要的是: 我们必须在 2002 年前转亏为盈。
5. The new CFO was sent to bring the company out of the red.
这位新的财务长被派来把公司从赤字中拯救出来。
6. Shelly just called in sick. 雪莉刚打电话来请病假。
7. I just heard that seven people are going to be laid off next month.
我刚听到公司下个月要裁七位员工。
8. He suggested we should go to eat after my graveyard shift.
他建议说我们可以在我的大夜班之后一起去吃东西。
9. I am only a regular 9-to-5er. 我只是一个平凡的朝九晚五上班族。
10. I refuse to work overtime during the weekend. 我拒绝在周末时加班。
11. I'll put her on the phone. Just a second. 我将请她听电话, 请等一下。
12. I'm transferring your call. / I'm redirecting your call. 我帮你转接(分机)。
13. Would you mind holding for one minute? 你是否介意等一分钟?
14. He's out for lunch. Would you like to try again an hour later?
他出去吃午餐了。你要不要一小时后再打来?
15. She is not here but you can call her telephone answering machine.
她不在这里, 但是你可以打她的电话答录机。

Listening

Useful Expressions

General Manager 总经理
call sb. back 给某人回电话
give sth. to sb. 把某物给某人

at the moment 此刻
be convenient for 对……方便
come back 回来

 **Pair work:** Listen to the dialogues and fill in the blanks.

Dialogue 1

Office Telephone (1)

A: General Manager's Office. _____?



音频 1-1

B: Yes, _____ Mr. Muller, please?

A: I'm sorry. He's in a meeting at the moment. _____?

B: Yes, please. When he _____, please tell him that David Charles called. Could he call me back before _____? It's _____.

A: Of course. Does he know your _____?

B: I think he does. But you _____ give it to him again. That's 82375598.

A: Can I check that? It's 82375598.

B: That's right.

A: OK, I'll _____ Mr. Muller _____ he comes back.

B: Thank you very much. Goodbye.

A: Goodbye.



音频 1-2

Dialogue 2

Office Telephone (2)

A: Good afternoon, Miss Lily. This is John from Shanghai ABM Company. I'm calling to _____ you for sometime tomorrow.

B: Hello, Mr. John. I'll _____. I'm sorry I'm quite busy on Wednesday. In the morning, I'm _____. In the afternoon, I'm seeing someone from the _____. How about Thursday?

A: _____. Would 10:30 a. m. be convenient for you?

B: Let me see. Sorry, I'm afraid I can't _____ in the morning because I'm having _____.

A: Then can you _____ in the afternoon?

B: Yes. Would 4:00 p. m. be all right?

A: Yes, _____.

B: Then I'll see you on Thursday afternoon at 4:00.

A: I _____, Miss Lily. Goodbye.

B: Bye.

..... Part III Practicing

Reading



New Words and Phrases

professional [prə'feʃənl] *adj.* 专业的; 职业的; 专业性的

administrative [əd'mɪnɪstrətɪv] *adj.* 管理的, 行政的

include [ɪn'klu:d] <i>v.</i> 包括	流通; 通风方法
equipment [ɪ'kwɪpmənt] <i>n.</i> 设备	decoration [ˌdekə'reɪʃn] <i>n.</i> 装饰
environment [ɪn'vaɪrənmənt] <i>n.</i> 环境	depend on 依赖, 依靠
productively [prə'dʌktɪvli] <i>adv.</i> 有结果地, 有成果地	be involved in 卷入, 涉及, 参与
ergonomics [ɜ:ɡə'nɒmɪks] <i>n.</i> 工效学; 人类工程学	apply to 适合, 适用于……, 向……提出申请
temperature [ˈtemprətʃə(r)] <i>n.</i> 温度	lay out 展示; 设计; 安排; 陈设
ventilation [ˌventɪ'leɪʃn] <i>n.</i> 通风设备; 空气	in relation to 与……有关
	be suitable for 适于; 合适
	emphasis on 强调

 **Work individually:** Read the following passage and then paraphrase.

What is Office Work?

An office is a room where professional duties and administrative work is carried out. The details of the work depend on the type of business that you are involved in, but usually include using computers, communicating with others by telephone or fax, keeping records and files etc. Features of an office such as people, space, equipment, furniture and the environment, must fit together well for workers to feel healthy and comfortable and to be able to work efficiently and productively. This is what ergonomics can help!

Ergonomics can be applied to offices in several ways. You could look at how the office is laid out, including where people sit in relation to equipment, windows, doors and each other. You could check that equipment and furniture is suitable for the type of work that people are doing. This includes seats, desks, computers, printers and anything else that they might use to do their job. You could assess the environment that is, the temperature, ventilation, lighting, decoration. All these aspects of an office are considered in relation to the individuals in the office with emphasis on their safety, health, comfort and productivity!

Speaking

New Words and Phrases

schedule [ˈskedʒu:l] <i>n.</i> 时刻表 <i>v.</i> 排定, 安排; 将……列表; 为……做目录	redesign [ˌri:di'zain] <i>v.</i> 重新设计
contract [ˈkɒntrækt] <i>n.</i> 合同	furniture [ˈfɜ:nɪtʃə(r)] <i>n.</i> 家私, 家具
company [ˈkʌmpəni] <i>n.</i> 公司	atmosphere [ˈætməsfiə(r)] <i>n.</i> 气氛
processing [ˈprəʊsesɪŋ] <i>n.</i> 处理, 工序, 过程	simultaneously [ˌsɪml'teɪniəsli] <i>adv.</i> 同时地, 同一时间地
manufacturing [ˌmænju'fæktʃərɪŋ] <i>adj.</i> 生产的	well-equipped 设备齐全的
efficiently [ɪ'fɪʃntli] <i>adv.</i> 有效率地	install computer 安装电脑

management code 管理规范
 office automation 办公室自动化
 equip... with 用……装备……
 network of workstations 工作站网络
 as soon as possible (简称 ASAP) 尽快
 limited in function 有限的功能

sign the contract with 与……签合同
 What about...? ……怎么样?
 production manager 生产经理, 生产部经理
 department meeting 部门会议
 office equipment 办公设备



Pair work: Listen to the dialogues and have a role play.

Dialogue 1

With a New Employee

A: Hi there! My name's Terry Graham. You're new around here?
B: Yes. My name's Mark Benson. I just started a couple of weeks ago.
A: Well, if there's anything I can do for you, let me know.
B: Thanks, I appreciate that!



音频 1-3

Dialogue 2

With the General Manager

A: Hello, Ms. Barkley. How are you?
B: Fine, thank you, sir. It's nice to see you again.
A: Good to see you again, too. How's your family?
B: Very well, thank you, Mr. Parker.



音频 1-4

Dialogue 3

Checking Schedule

M: Hello, Cathy. It's Tom. Could you check my schedule for the next week?
W: Well, on Monday you are to sign the contract with Auden Company at 9:30.
M: Fine. What about Tuesday?
W: On Tuesday you're going to attend the sales meeting at 10:00. And you're in France from Wednesday afternoon through to the weekend.
M: So I'm free on Tuesday afternoon and Wednesday morning. Right?
W: Not on Wednesday morning. You'll meet the new production manager at 9:00. But you'll be free on Tuesday afternoon.
M: Thanks, Cathy. I'll see if I can schedule the department meeting for then. Could you enter it in my schedule first?
W: Yes, I'll do that.
M: Have a good weekend! Bye.



音频 1-5

W: Bye, Mr. Barnes.

Dialogue 4



音频 1-6

Modernizing Computer

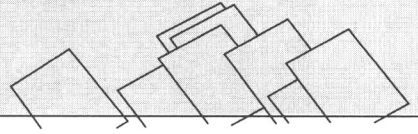
John: If we are to modernize our information processing, manufacturing system and management code, we need to complete our office automation.

Mary: Yes, you're right. We have to equip our company with a network of workstations at every office as soon as possible.

John: Our copying machines are too slow, our telephone system is limited in function, and our offices are not well-equipped for us to work efficiently. To improve the offices for higher efficiency, we also have to change all the chairs and some of the desks, redesign our office so that we may have more space.

Mary: Good. We can contact the Tianfa Office Furniture Store, and ask them to install computers in our company, deliver new tables and other furniture to match the function of the computers, and to improve our work atmosphere simultaneously.

Unit 2 Communication



Objectives


In this unit, the students are required to grasp the following contents.

1. Learning to talk something about communication with some given useful words and phrases of this unit freely.
2. Learning to talk something about communication with some given useful sentences of this unit freely.
3. Reading a passage about communication and then paraphrasing it.
4. Listening and having a role play about communication.

..... Part I Preparing

 **Work individually:** How often do you like to do when you communicate with others?

In your communication, you like...	Often	Sometimes	Never
to talk about customs			
to talk about driving and cars			
to talk about entrepreneurs			
to talk about family values			
to talk about success and failure			
to talk about environmental problems			

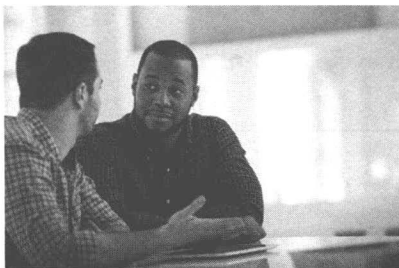
 **Pair work:** Compare your answers with a partner.

I do not like to communicate with others in office, especially in working hours. What about you?

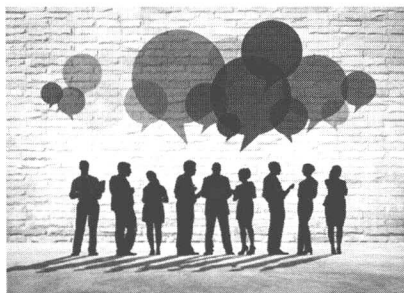
Group work: Discuss the following pictures around communication



Picture 1



Picture 2



Picture 3



Picture 4

..... Part II Performing

Reading

———— New Words and Phrases ————

extension [ɪk'stenʃn] *n.* 电话分机
 dial [ˈdaɪəl] *v.* 拨 (电话号码)
 operator [ˈɒpəreɪtə(r)] *n.* 接线员
 podcast [ˈpɒdkɑːst] *n.* 博客
 available [ə'veɪləbl] *adj.* 有空的
 emergency [ɪ'mɜːdʒənsi] *n.* 紧急情况
 memo [ˈmeməʊ] *n.* 备忘录
 applicability [ˌæplɪkə'bɪləti] *n.* 适用性
 stipulate [ˈstɪpjuleɪt] *v.* 规定, 保证

jargon [ˈdʒɑːɡən] *n.* 行话, 术语
 acronym [ˈækrənɪm] *n.* 首字母缩略词
 snobbery [ˈsnɒbəri] *n.* 势力
 iPod 苹果音乐播放器
 cutting-edge 前沿的
 working/office hours 办公时间
 area code 区号
 communications expert 通信专家
 news feeds 新闻推送

 **Group work:** Read the following sentences and learn how to use them freely.

1. making a phone call 打电话
2. answering a phone call 接电话
3. forms of communication 沟通模式
4. nonverbal communication 非口头信息交流
5. selecting language appropriate to the audience 选择适合听众的语言
6. receiving criticism without defensiveness 接受批评
7. showing an interest in others, asking about and recognizing their feelings
表现出对他人的兴趣, 询问并认识他们的感受
8. speaking confidently but with modesty 自信而谦逊地说话
9. summarizing key points made by other speakers 总结其他发言者的要点
10. supporting statements with facts and evidence 用事实和证据支持陈述的内容
11. conveying messages concisely 简明传达信息
12. paraphrasing to show understanding 解读以示理解
13. speaking calmly even when you're stressed 即使你有压力, 也要心平气和地说话
14. speaking at a moderate pace, not too fast or too slowly
以中等速度说话, 不要太快或太慢
15. stating your needs, wants or feelings without criticizing or blaming
不要用批评或责备的口气来陈述你的需求、欲望或者感受

Listening

Useful Expressions

How are you doing recently? 你最近过得怎么样?

communicate with 与……联系, 与……交往; 与……相通

contact with 与……有交往 [联系] ways of communication 通信方式; 交流方式

mobile phone 移动电话

at any time 随时; 任何时候

be suitable for 适于; 合适

go over 重温; 翻; 转为; 留下印象; 搁置起来

in the summary documents 在总结文件中

 **Pair work:** Listen to the dialogues and fill in the blanks.

Dialogue 1

Communication (1)

S: Hi, Mark, I haven't seen you for _____.



音频 2-1