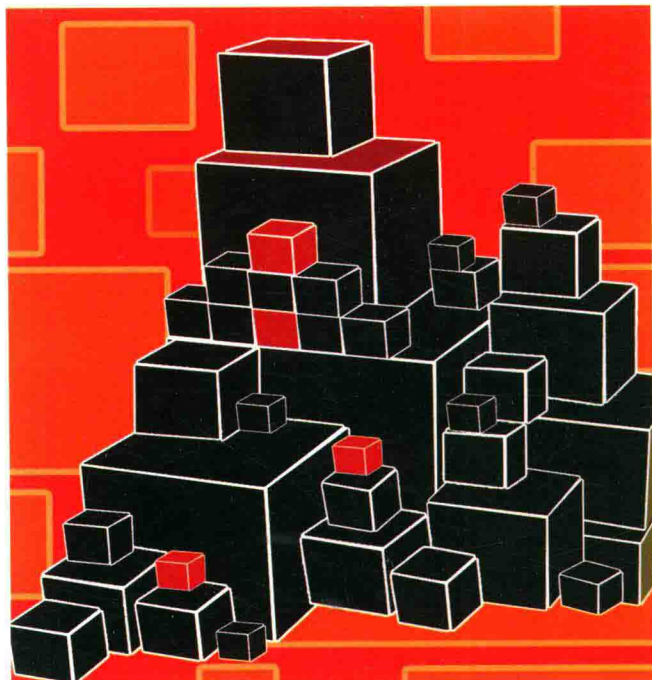




全国高等院校基于工作过程的校企合作系列教材  
浙江省普通高校“十二五”优秀教材



Workshop of International Business  
Spoken English (Second Edition)

# 国际商务英语 口语实训 (第二版)

主 编 朱杨琼 马忠才  
企业顾问 倪声雷



对外经济贸易大学出版社  
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# 国际商务英语口语实训

(第二版)

## Workshop of International Business Spoken English (Second Edition)

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**Spoken English (Second Edition)**

朱杨琼 马忠才 主编

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# 出版说明

教育部提出：“要积极推行与生产劳动和社会实践相结合的学习模式，把工学结合作为高等职业教育人才培养模式改革的重要切入点，带动专业调整与建设，引导课程设置、教学内容和教学方法改革。”与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高职高专院校英语专业的商务/应用/外贸/旅游等英语方向以及国际贸易、国际商务或财经专业的学生；同时适用于全国各高等院校应用型本科英语专业的商务英语方向和国际贸易、国际经济、国际商务及国际工商管理等商科专业的学生。

本系列教材主要呈现以下特点：

## 1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

## 2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材涵盖三大模块：语言技能类、专业英语类、专业知识类。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

### 语言技能类

商务英语听说

实用商务英语口语教程（第二版）

国际商务英语口语实训（第二版）

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致用商务英语阅读（下册）

新编商务英语应用文写作

外贸函电与单证实训教程（第二版）

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### 专业英语类

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跨文化交际技巧——如何与西方人交往

商务英语谈判

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材配有 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibep.com>）。

对外经济贸易大学出版社

2019年1月

## 第二版前言

《国际商务英语口语实训》于2017年被评为浙江省普通高校“十二五”优秀教材，并建有配套的省级精品在线开放课程。该网站为 <http://zjedu.moocollege.com>，搜索课程“高职英语听说训练”。本教材由来自全国各地的高职高专商务英语教学的一线教师编写，同时吸纳了行业优秀专家进行指导，力求教材内容能贴近工作岗位，符合企业的实际工作过程，突出教学内容的实用性与针对性。

本次修订，教材主要具有以下特点：

一、体现“学习为中心，学用一体”的外语教学理念，服务有效学习的发生。通过设计一定的真实教学任务充分调动学生的课堂参与度与学习兴趣，经过不断的任务操练循序渐进地培养学生的英语交际能力。以企业的真实工作任务为素材，涉外交际活动和业务拓展为基础来设计各个活动项目，为学生创造了真实的语言学习环境，坚持“以学生为主体，以活动为主线，以能力培养为宗旨”。

二、选材内涵丰富，重视英语学科素养培养和思政渗透。教材在选材上结合新时代大学生的知识结构与思维特点，注重语言质量、文化内涵、思想深意。教材内容主要包括：招呼新老客户，招待重要客商，参加商务会议，国际商务旅行，国际商务电话，公司介绍，参加展会，洽谈合作意向，谈判贸易条件，处理商务争端。教材以板块式结构安排教学内容，系统地将功能性语言、情景对话、扩展练习、拓展性实训、沟通文化等内容结合起来。每个模块围绕一个主题展开，结构包括：Warming up, Reading in, Speaking out, Practical training, Culture tips。将认知、训练、巩固、运用几个环节有效地结合起来，引导学生积极主动地进行口语训练，同时扩展学生综合应用英语的能力。话题力求新颖，加入跨文化及思政元素，有助于学生做好初到职场的知识技能及职业技能上的铺垫与心理准备。

三、应用信息化教学手段，重视资源运用。本教材适应社会经济发展新形势，正确反映现代教育思想，体现改革精神，融合互联网新技术，结合教学方法改革，创新教材形态，即通过移动互联网技术，配备有视频、音频、作业、试卷、拓展资源、主题讨论等数字资源，将教材、课堂、教学资源三者融合，实现线上线下结合。

在编写过程中，编者参考了国内外出版的一些教材和专著，获益颇多，编者在此谨对所参考的教材、专著的版权所有者表示衷心的感谢。

由于编者水平有限，书中尚有部分需要完善和改进的地方，希望专家和读者批评指正。

2019年1月

# 第一版前言

为了深化高职高专英语课程倡导的“学一点，会一点；会一点，用一点”的教学指导思想，本教材在编写的过程中始终贯彻“实用为主，够用为度”的教学目标，突出学生在课堂的主体作用，通过设计一定的真实教学任务充分调动学生的课堂参与度与学习兴趣，经过不断的任务操练循序渐进地培养学生的英语交际能力。本教材根据国家对于高职教育的总体要求，结合高职高专商务英语专业的特点，以基于工作过程为课程模式，以就业为导向，以工学结合为特征，以英语语言能力培养为宗旨，与企业深度合作编写而成。本教材的内容选择以浙江省典型的外贸企业需求为出发点，分析高职高专商务英语专业相关的岗位群需求，在岗位群需求分析的基础上确定本教材的内容。

本教材以分析国际商务的具体工作任务为基础，按照实际工作程序设计十个涉外商务模块。每个模块以工作流程为主线包括三个平行项目，并包含四套口语测试题。模块一：招呼新老客户；模块二：招待重要客商；模块三：参加商务会议；模块四：国际商务旅行；模块五：国际商务电话；模块六：公司介绍；模块七：参加展会；模块八：洽谈合作意向；模块九：谈判贸易条件；模块十：处理商务争端。教材的编写始终以企业的真实工作任务为素材，以温州市尚德集装箱配件有限公司外贸部经理的商务活动为主线，以他的涉外交际活动和业务拓展为基础来设计各个活动项目，实现了学校与企业的深度合作，为学生创造了真实的语言学习环境，坚持“以学生为主体，以活动为主线，以能力培养为宗旨”。本教材的活动设计新颖独特，任务操作性强，教学互动设计和谐，真正实现教、学、做一体化，促进学习者职业能力培养和职业素养的养成。

本教材以板块式结构安排，系统地将功能性语言、情景对话、扩展练习、拓展性实训、沟通文化等内容结合起来。每个模块围绕一个主题展开，结构包括：Warming up, Reading in, Speaking out, Practical training, Culture tips。本教材将认知、训练、巩固、运用几个环节有效地结合起来，引导学生积极主动地进行口语训练，同时扩展学生综合应用英语的能力。

本教材由浙江工贸职业技术学院朱杨琼老师主编并负责全书的策划及审定工作，浙江工贸职业技术学院马忠才、徐国盛、乔宝玲、金秀金、谢建国、刘有成、高田歌七位老师参加了本教材的编写。其中朱杨琼老师负责模块二、模块七和模块九的 Module 9.2 和 Module 9.3 的编写；马忠才老师负责模块三和模块八的编写；徐国盛老师负责模块一和模块四的编写；谢建国老师负责模块五的编写；金秀金老师负责模块六的编写；刘有

成老师负责模块十的编写；高田歌老师负责模块九的 Module 9.1 的编写。温州市尚德集装箱配件有限公司总经理倪声雷提供了本教材的所有案例，同时也负责了全书的审定工作，陈晓静负责了本书所有插图的绘制。本教材于 2017 年被评为浙江省普通高校“十二五”优秀教材。

在编写过程中，编者参考了国内外出版的一些教材和专著，获益颇多，编者在此谨对所参考的教材、专著的版权所有表示衷心的感谢。

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2012 年 6 月

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# Module

## Introduction and Greetings



### Learning Objectives

- Learn how to introduce and greet your business partners
- Learn how to chat with your business partners
- Learn how to meet and see off your business partners at the airport

## Module 1.1 Introducing & Greeting



### Warming up

#### Pair work A

Here are some principles you can follow when introducing and greeting people. Talk with your partner about which principle is more important and why.

- Speak slower and clearer.
- Be a good listener and if you don't catch what some one says, use "Pardon me?"
- Never use slang or say "I don't know."
- Use formal words.
- Use eye contact whenever talking to each other.
- Use sign or body language.
- Respect girls and ladies.
- Abide by each other's traditions and customs.

#### Pair work B

Work in pairs. Ask your partner how to meet, greet and introduce each other properly.



### Reading in

#### A. Relevant sentences at first meeting.

Welcome to our company, Dick.

Excuse me, are you Mr. John Smith from ABC Company?

You must be Professor Huang from Harvard University.

Excuse me, are you perhaps Mrs. Hansen?

Excuse me, I am looking for David.

I am sorry. You have got the wrong person.

#### B. Sentences for meeting again.

Hi, long time no see, Dick. Do you remember me?

So glad/ pleased to see you again. How are you?

How is your project going?

Hello, Jack. Haven't seen you for ages. How's everything going?



What brings you here?

How are things going in your company?

How is your family?

If only I could have met you earlier!

### C. Sentences for self-introduction and introduction.

Before we start (First of all), let me introduce myself.

Mr. Bellman, allow me to introduce myself. My name is Lee Chen, manager of the International Trade Department.

Hello, may I introduce myself?

I'd like to introduce myself first.

Could you please introduce me to your manager?

This is Miss Huang. She is in charge of reception and secretarial work of the company.

Let me introduce Kate from Australia, our new client.



## Speaking out

### Situation 1 Read the model dialogue. Pay attention to the highlighted sentences and then role-play the dialogue with your partner.

*Lee Chen and Jenny are meeting for the first time. They are greeting each other.*

Lee Chen=L; Jenny=J

L: Hi, my name's Lee Chen.

J: Hi, Lee. Nice to meet you. **My name is Juanita, but everyone calls me Jenny.**

L: Nice to meet you, Jenny. So, **where are you from?**

J: Well, **I was born in Thailand**, but we moved to Australia when I was about six years old.

How about you, Lee?

L: I was born in China, and lived there until I started college in Australia.

J: Wow. It seems a perfect experience for you in Australia. So, **what do you do now?**

L: I started my own business in my hometown, Wenzhou, Zhejiang Province. What about you?

J: I'm an international student at Zhejiang University.

L: Oh, really? What are you studying?

J: I'm majoring in Chinese. I will have an important appointment in ten minutes. I have to run.

Nice talking to you.

L: Me too. See you.

### Task 1 Short conversation

Complete the short conversation according to the Chinese given in the brackets. Then practice

the conversation with your partner.

A: Hello, everybody. Let me have your attention, please. Today we have a new colleague.

(1) \_\_\_\_\_ (简, 你能给我们作一下自我介绍吗?)

B: Certainly. (2) \_\_\_\_\_ (大家好, 很高兴见到你们。) My name is Jane. I am a newcomer in our company. I must say I am so honored to work with you. I hope we can be friends in the near future.

A: Certainly we can. (3) \_\_\_\_\_ (简, 这是戴维, 我们的财务主管。)

C: It is very nice to meet you, Jane.

B: (4) \_\_\_\_\_ (见到你我也很高兴, 戴维。) You are doing a great job. The division's finance is in top shape.

A: (5) \_\_\_\_\_ (这位是布莱恩先生。他主管营销方面。) Mr. Brain, let me introduce Jane.

D: How do you do!

B: It's a pleasure to meet you, Mr. Brain. I have long heard that you are diligent and talented in work. And now I can verify this with my own eyes.

A: Mr. Brain, what is your idea if I ask Jane to be your assistant?

D: All right. I just need a person like her to help me.

B: Thank you. I will do my best.

## Task 2 Presentation

Your clients from Australia will pay the first visit to your company. Work in groups and discuss how to meet them, greet them and introduce each other. Give a presentation in front of the class.

**Situation 2 Read the model dialogue. Pay attention to the highlighted sentences and then role-play the dialogue with your partner.**

*Lee Chen is now receiving his client Carol in his company.*

Lee=L; Carol=C; Susan=S

L: Good afternoon, **are you Carol?**

C: Yes, I am.

L: **It's great to see you.** I am Lee Chen, manager of the International Trade Department. Did you have a good trip?

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

L: Great. **Welcome to our corporation. This is Susan, and she is in charge of the export business in European countries.**

C: I'm glad to meet you, Susan.

S: I'm glad to meet you too, Carol. I heard that you are interested in being an agent of our product.

C: Yes, this is why I come here.



L: I'm sorry I have to go to Shanghai for an appointment. Susan will exchange views with you and give you all the help she can.

C: That's fine. I'm sorry we won't be able to talk a while. I'll talk with Susan first.

L: OK. I'll be back tomorrow evening. I'll be at the dinner party in your honor then. I look forward to talking with you, OK?

C: I'm looking forward to seeing you then.

### Task 3 Interpretation

Interpret the following sentences to your partner.

1. 请问您是来自英国的路易斯先生吗? (Mr. Louise)
2. 请允许我介绍一下。我叫王佳, 在中国石油进出口公司工作。我是来接你的。(introduce, work, meet)
3. 你好。今天你可以在酒店休息一下, 明天早上与我们的总经理会面。(take a rest, general manager)
4. 认识你很高兴, 布鲁斯。我是一家电脑公司的销售经理。你呢? (a sales manager)
5. 请问您是来自美国的麦奎尔先生吗? (but, from)

### Task 4 Role play

Student A: You are Lee Chen, manager of the International Trade Department. Now you are meeting, greeting and introducing your company's guest, Mrs. Hansen from America, who pays the first formal visit to your company.

Student B: You are Mrs. Hansen, a senior manageress, who is going to be met by Lee Chen.



## Practical training

1. Put the following sentences into correct order of a dialogue and act out with your partner.

**Receptionist: Liu Dali, a graduate from Northeast University of Finance and Economics**

- ( ) a. Yes. I am Liu Dali. Please call me Xiao Liu. I am a graduate from Northeast University of Finance and Economics.
- ( ) b. How many pieces of baggage do you have?
- ( ) c. May I help you with your suitcase? It seems very heavy. I guess you are quite tired after such a long trip.
- ( ) d. Excuse me, are you Professor Johnson from New York?
- ( ) e. We have reserved a room in Holiday Inn for you. Let's go now; the car is outside.

- ( ) f. Welcome to Dalian, Professor Johnson. How is your trip? Has everything been OK?

**Guest: Professor Johnson from New York**

- ( ) g. Yes, I am. Are you Mr. Liu?  
( ) h. Fine, thank you very much.  
( ) i. Oh, it's very kind of you to do so. Which hotel shall we go to?  
( ) j. Five in all.  
( ) k. Yes, it's fine. I have had a pleasant flight.  
( ) l. Hello, Xiao Liu. Thank you for coming to meet me.

**2. Play your role according to the clues given in the brackets.**

Lin Lingling=A; John Green=B; Mr. Huang Weixing=C

A: (1) \_\_\_\_\_ (对不起, 请问您是来自伦敦的格林先生吗?)

B: Yes, I am John Green from London.

A: (2) \_\_\_\_\_ (请允许我自我介绍一下。我是温州轻工业品公司的翻译林丽。)

B: How do you do? Miss Lin.

A: How do you do? Please call me Xiao Lin. May I introduce our manager who has come to meet you?

B: Yes, please.

A: Mr. Green, this is Mr. Huang. Huang, this is Mr. Green.

C: (3) \_\_\_\_\_ (欢迎您来到温州, 格林先生。见到您很高兴。您旅途愉快吗?)

B: Oh, quite a nice one. The weather was nice throughout the flight.

C: Glad to hear that. Is this your first visit to Wenzhou?

B: Yes, it's my first time here and I've been looking forward to it.

C: I hope you will have a pleasant stay here.

B: Thank you. I am sure I will enjoy it. Mr. Huang, I am a total stranger here, and I know nothing of your customs and do not speak the language, so I hope you'll give me some suggestions.

C: (4) \_\_\_\_\_ (您什么也不必担心, 格林先生。小林负责一切事务。)

And in the intervals between our business talks, Xiao Lin will also be your guide and we will arrange some sightseeing for you, if you care for it, say the Nanxi River and the Yandang Mountain, which are famous Class 4A scenic spots.

B: Great. I must say nothing would please me more.

C: (5) \_\_\_\_\_ (格林先生, 很抱歉我得走了, 因为我十点有预约。我肯定小林会帮助您拿行李, 并把您送到旅馆去。)

B: Thank you very much.



### 3. Acting out

#### (1) Role play

You are one of the businessmen of Ningbo Jiulong Logistic Company. You have just arrived at Shanghai Pudong International Airport to meet your client from America, Mrs. Hansen, who is the sales representative of Asia. Greet her, introduce each other and tell her some arrangements for business talks.

#### (2) Story telling: An unforgettable experience

Work in groups of six or more. Recall one of the exciting or disappointing experiences of meeting, greeting and introducing someone. Share your unforgettable experience with the members in your group.



## Culture Tips

### How to Address Chinese People?

In China, family names come first followed by given names. In business/formal settings, people normally address each other by their family name or title, such as “Mr. Chen”, or “Director Huang”.

Linking names with business positions shows respect for the person, whom you are calling. And don't call someone by just their first name unless specifically asked to do so or if you are long-time friends. Terms of kinship are often used for close non-relatives.

In a word, in China it is rude to call someone by their first name unless you've known them since childhood. In work-related situation, people address each other by their title; in social situations, “Mr.” “Miss” “Mrs.” are used; at home, people often refer to each other by nicknames or terms of kinship. Remember, in China, the family name is first.

## Module 1.2 Chatting



## Warming up

### Pair work A

Here are some principles you must follow when chatting with clients or colleagues. Which four principles below do you think are most important? Why?

- Impress the person at the start of chatting.
- Take notes of some important details and confirm the information by repeating key words, such as words indicating time, place and the number of people.