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综合商务 英语教程

第一册

ZONGHE SHANGWU YINGYU JIAOCHENG



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《商务英语系列教材》编写说明

《商务英语系列教材》，是由东北师范大学外国语学院商务英语专业教师根据十几年商务英语教学的实践所编写的商务英语系列教材，包括《商务英语听说教程》、《综合商务英语教程》和《商务沟通教程》。

《商务英语听说教程》分为上、下两册，上册侧重日常的商务活动，下册侧重营销及商贸领域活动等。《综合商务英语教程》包括一、二、三、四册。一、二册侧重基本商务场景、基本商务话题和商务活动，重点训练商务英语口语和英语语言基础知识；三、四册以商务管理及国际商务活动为主，侧重对英语商务知识的培养和商务英语阅读能力的训练等。《商务沟通教程》一册，主要是通过商务交流模拟试验、案例分析和英文原版经典片段阅读等教学方式，使学生了解商务交流的基本知识，掌握商务沟通的基本技巧，提高解决商务活动中常见问题的能力等。

这是在交际英语教学理论框架下，以内容型（Content-based）教学理论为指导，通过任务驱动（Task-driven）课程设计，兼顾我国初中级商务英语学习者的特点和教学环境而编写的一套商务英语系列教材，旨在使学生在一系列的仿真教学实践中掌握商务英语交流的基本知识和基本技能，提高商务英语交流的能力和文化敏感性。

每册教材以主题分单元。每个单元由各种各样的教学任务或活动来呈现。而这些课堂活动大致可分成四个大部分：预热活动、教学环节、扩展活动、补充练习或案例分析等。任务设计情景真实，内容生动，语言由浅入深。教材使用方便，活动类型多，选择余地大，配有练习答案、ppt教学课件、商务英语听说光盘等，适合我国大中专以上程度商务英语专业学生使用，亦可作为从事商务英语相关工作的专业人士提高商务英语能力的自学用书。

杨玉晨

东北师范大学外国语学院教授、博士生导师

2014年元月

前 言

《综合商务英语教程》系列教材根据我国高职高专商务英语专业教学大纲编写，在编写过程中，本套教材遵循交际英语教学目标，努力实现以学生为中心，任务设计贯穿整个课堂教学环节的理念。

本套教材共分四册，每册编写体例大致相同。课堂任务分为四个部分：课前导入部分、课程学习部分、巩固和延伸部分、补充练习部分。课前导入部分旨在激活学生对话题、主题的图式或背景知识的了解，同时为学生后续的课堂学习或活动减轻知识和语言难度，此部分包括1—2个教学活动和任务。课程学习部分主要以阅读的形式来呈现，阅读材料后附有精心设计的各类教学任务和活动，以帮助学生理解教学内容。知识巩固和延伸部分通常以说或写的方式来进行。补充练习部分是对所学知识的运用或对案例进行分析，旨在帮助学生梳理所学知识，并提高学生分析问题和解决问题的能力。此部分亦可选择作为作业或课外阅读材料使用。

《综合商务英语教程》丛书具有以下几个特点：

1. 重在操练和提高学生的商务英语实用技能。本套教材每个单元都围绕一个常见的商务场景或商务话题，以课堂任务为导向，重点训练与此主题相关的商务技能。在学习材料的选择上，尽量突出真实商务场景的特点，使学生在真实的商务场景中学习商务英语知识和技能，为学生将来从事各类商务活动作好铺垫。

2. 语言学习知识设计由浅入深，符合人的认知发展规律。通过各种讨论等活动，激发学生学习兴趣及对课程主题相关知识的联想和学习。根据高职高专学生的特点，为保持学生学习的热情，每课都设有核心商务词汇教学活动，这样不但保持了阅读材料的真实性，而且减轻了英语语言的难度，提高了学生对相关商务知识的理解能力。口语或写作交互练习体现了听说读写不可分的语言本质和特点，也使教学活动变化多样，增加了课堂学习气氛。每单元所提供的补充阅读或案例分析材料，为不同的使用者或教学单位提供了选择，增加了本教材的使用范围。

3. 教学活动丰富多样，交际教学理念贯穿整个课堂教学。《综合商务英语教程》系列教材的教学活动从学习者的兴趣出发，以交际教学理论为基础进行设计。每个单元的教学活动内容包括小组讨论、判断对错、根据材料回答问题、选择正确答案、写作等，教学活动丰富，使学生能够在丰富有趣的活动中，轻松掌握相关商务知识及技能。

本书是《综合商务英语教程》第一册,共有十个单元,内容涉及常见的商务场景对话,包含工作申请,工作和岗位职责,办公设备,公司介绍,商务会议,会见客户,电话对话,出差,观光,发送电子邮件。每单元围绕本单元主题进行相关商务语言及商务技能的学习和训练。本教材供高职高专及本科商务英语、管理、经贸、市场营销等专业的一至二年级学生使用。按照一学期54—72学时教学安排,每个单元大约需要6—8学时。教师亦可根据实际情况或教学需要灵活设计课时安排。

本套教材在编写过程中,得到东北师范大学出版社、东北师范大学外国语学院各位老师的大力支持,对于以上单位和个人的支持和帮助,我们表示衷心的感谢。同时恳请使用该教程的教学单位和个人对教材提出批评意见和建议,以便我们对该教材进行修改和完善。

《综合商务英语教程》编写组

2014年1月

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Unit 1

Applying for a Job

Lead-in

A. Look at the following job titles and describe the responsibilities for each.

sales manager doctor teacher personal assistant (PA)
architect cashier human resources manager engineer

B. The following is a job advertisement of finance manager. Read it and decide whether the following statements are true (T) or false (F).

Finance Manager \$ 38,000

Roper Security is a leading provider of German security (安全) services. We have business operations in China and Korea. The newly-created position of finance manager is to provide assistance in managing. You will report to the general manager and may be required to go overseas to contact clients. You need to have IT skills. Experience of working in the security industry would be preferable (更合适的).

- () 1. Roper Security is a newly-established company.
- () 2. This job has something to do with computer.
- () 3. You are going to write reports to the general manager.
- () 4. This job involves of travelling to foreign countries.
- () 5. It is possible for you to get the position if you have worked in the security industry before.

Vocabulary Building

A. Match the words with their meanings.

1. recruit
2. accountant
3. benefits
4. vacancy
5. interview
6. resume
7. receptionist
8. salary

- a. a job or position which has not been filled
- b. extra money or other advantages that you get as part of your job
- c. to find new people to work in a company
- d. the money that someone is paid each month by his/her employer
- e. a brief account of your personal details, your education and the jobs you have had, etc.
- f. a person whose job is to welcome people in a hotel or an office building
- g. to ask someone questions to find out if he/she is the right person for a job
- h. a person whose job is to keep financial accounts

B. Fill in the blanks with English words according to the given Chinese.

RESUME

姓名 _____: Zhang Fan

地址 _____: No. 25 Dongfeng Street, Bengbu City

出生日期 _____: April 10, 1978 性别 _____: Male

婚姻状况 _____: Single 健康状况 _____: Excellent

教育背景 _____:

1996—1999 Anhui Professional College Major: Electronics

1993—1996 No. 2 High School, Bengbu City

工作经历 _____:

May 1999—Oct. 2001 Assistant Designer

Huawei Electronics Company

Sep. 2001—present Advertisement Designer

Modern Advertisement Company

兴趣爱好 _____:

Reading, travelling, drawing pictures and listening to the music

III Reading

Smith: Hello. Are you Mr. Johnson?

Johnson: Yes. I am.

Smith: Nice to meet you. I am Smith. I will be interviewing you today.

Johnson: Good. 1

Smith: Thank you. Please have a seat.

Johnson: Thank you.

Smith: Mr. Johnson, tell me a little about yourself.

Johnson: I am 32 years old. I had been working at a steel plant until it was closed last month and now I am looking for a job.

Smith: Tell me about your experience at the steel plant.

Johnson: I was a team leader. I was always on time and my supervisor said I was one of his best workers.

Smith: Very impressive! Mr. Johnson, 2

Johnson: I would say...responsible, hard-working and smart.

Smith: Very good. 3

Johnson: Well, I am a very hard-working man and I am also quick at learning to do things.

Smith: Okay then. Thank you for coming. Do you have any questions for me?

Johnson: Yes. I was wondering what my schedule (工作计划) would be if I got the job.

Smith: That's a good question. You would work from 9 a. m. until 5 p. m., Monday through Friday. Does that work for you?

Johnson: Yes. 4

Smith: Do you have any other questions?

Johnson: No, I believe that is all.

Smith: OK. Mr. Johnson. It's a pleasure to meet you and we will let you know if you can get the job by Thursday.

Johnson: 5 Mr. Smith.

Smith: You're welcome. Have a good day.

A. Read the above conversation of an interview. Put the following sentences in the proper places.

a. what are the three words that can describe you?



- b. It's nice to meet you as well.
 c. Thank you for your time.
 d. What makes you the best candidate for this job?
 e. That works very well for me.

B. Underline some useful expressions about self-introduction in the above conversation.

C. Answer the following questions.

1. Who is the interviewer?

2. Why does Mr. Johnson want to change his job?

3. What was the comment given to Mr. Johnson by his former supervisor?

D. Work in pairs. Find out the words in the conversation that you can use to describe a person at work. Think of more this kind of words.

E. Describe the people at work in the pictures with the words from Exercise D.



N Language Focus

A. Complete the sentences with the appropriate forms of the given words.

I _____ (be) 32 years old. I _____ (be) working at a steel plant until it _____ (close) last month and now I _____ (look) for a job.

I _____ (be) a team leader. I _____ (be) always on time and my

supervisor _____ (say) I _____ (be) one of his best workers.

B. Match the sentences with their functions.

Sentences

1. I always get up around six.
2. I've been doing this kind of work for about eight years.
3. I've been with this company since I left school.
4. I'm going into the office nearly every day this week.

Functions

- a. a state that started in the past and continues to the present
- b. a routine activity
- c. an activity taking place at or around the time of speaking
- d. an activity that started in the past and continues to the present

C. Complete the self-introduction of Rachel with the appropriate forms of the verb "be".

My name _____ Rachel. I _____ a graphic designer (美术设计师). I _____ German, and I _____ from Munich. I _____ married, with two children. They _____ both in high school. Their school _____ near my office. My husband _____ an engineer. We _____ interested in travelling and watching movies. My sister _____ an accountant.

D. Introduce yourself by use of the verbs in the present and past forms.

V Speaking

A. The following are some questions that may be asked in a job interview. Work in group of four. Discuss the following questions.

1. Why don't you begin by telling me something about yourself?
2. Would you tell me about your studies?
3. Why do you want to leave your present job?
4. Why do you want this job?
5. May I ask why you are interested in this particular job?
6. What are your special interests?
7. Do you think you can handle (处理, 管理) both a job and a school?
8. Have you got any experience in this field?
9. How soon can you start if we offer you a job?
10. We'd like you to explain your views on the use of computers in our business.

11. Why do you want to join our organization?
 12. How do you think you can contribute (有助于) to our company?

B. Work in pairs. Practice job interview conversations by using the following useful expressions.

Greetings

Pleased to meet you.

Nice to meet you.

Good to see you.

Introducing yourself

My name is...

I am...

I am from...

I graduated from...

I worked in...

Raising questions

Why are you interested in...?

Why do you want to join the company?

Would you tell me about...?

May I ask about...?

Replying

I'd like to...

I think that...

I have the confidence that...

Saying goodbye

Nice talking to you.

Goodbye.

VI Writing

Business Cards

A **business card**, or **name card**, is an inexpensive way of advertising yourself and the company in formal introductions as a convenience and a memory aid. It provides potential customers with the means to contact the business or the company.

- A. Work in pairs. Look at the following business cards and discuss the components of a business name card.

ABC Consulting Group

Ivan Pavlovic Accountant

Tel. (812) 254-6617

Add: PO Box 101, St. Petersburg, 193015 RUSSIA

Email: Ivanp@accounts.ru

Website: www.accounts.ru

XYZ Network Technology Co.,Ltd.

Add Douglas Road 1112, Indianapolis, IN 89063, USA

Tel: (567) 631-0004

Fax: (567) 631-0002

E-mail: thill@xyz.com

Website: www.xyz.com



Tim Hill Product Manager

XYZ
Co.,Ltd.

- B. Work in pairs. Design a business card for John Goodchild. You may use the following passage as your reference.

John Goodchild is the HR manager of Gft Co. Ltd, which is a British car manufacturer. The company is located at 33 Goldhawk Road, Shepherd Bush, London, UK. The telephone number is 44 (020) 78259707, and the fax number is 44 (020) 78259705. John Goodchild uses the e-mail to contact his clients and his e-mail address is johngoodchild@gft.com.uk.

VI Extended Reading

How to Prepare For a Job Interview

A job interview can be thought of as a professional (专业的) conversation between two parties looking to make the best decision. Your main goal as a job candidate is to show the interviewer that you're the best person for the job, and you do that by responding to the interviewer's questions with the answers he wants to hear. The only way you can do that is by preparing your answers ahead of time and knowing how your qualifications (资格) fit with the company's goals.



Instructions

1. Research the company before the interview. Understand its history, people and its future prospects. Read up on financial reports and what people are saying about them in the news. Read the company website, and especially its mission statement. This helps you prepare for questions about why you want to work for the company and can help you formulate answers that align (使符合) you with its goals.
2. Read your resume. Remind yourself of your accomplishments (成绩, 成就). Reading your resume helps refresh your memory and pull out specific examples that you can use to demonstrate how you accomplished a task, handled a conflict and got the job done. Many interview questions focus on how you acted in the past to determine how you will act in the future, and having specific examples of what you did on the job shows the interviewer that you can handle any task. Write down your examples and study them in the days leading up to the interview.

Discussion

You are to graduate from the Business School of Northeast Normal University and you have applied for a job at Huawei, a famous IT company. Work in group of four. Work out a plan to prepare for the coming job interview with recruiters from Huawei. You may take the above information as your reference.

Unit 2

Jobs and Responsibilities

I Lead-in

- A. The following is a chart of departments of a company, of which you are an employee. Work in pairs. Choose a department and answer the following questions.



1. What do you do?

 2. What is your main job?

 3. What are you in charge of?

 4. What are you responsible for?

- B. The following is the description of the Purchasing Department. Read it and write down the responsibilities.

Purchasing Department

The Purchasing Department is the office responsible for the acquisition (采购) of supplies and services, and the construction in support of the operations of the

company. The department issues (宣布) purchase orders, develops term contracts (定期合同), and acquires supplies and services. The department also disposes of (解决, 处理) all the company's surplus (过剩的, 多余的) property and equipment. Besides, the Purchasing Department is very conscious (有意识的) of its responsibility and accountability (义务) in the expenditure (花费, 支出) of funds.

Responsibilities of the Purchasing Department

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

II Vocabulary Building

A. Match the job positions with the descriptions.

1. Manager	<ul style="list-style-type: none"> a. to deal with files and correspondence b. to deal with problems and complaints c. to handle challenging situations on behalf of the company d. to make/answer telephone calls e. to make decisions f. to monitor expenses claims g. to sign contracts h. to take notes, minutes and messages i. to work at computer for word processing j. to write memos and reports
2. Secretary	

B. Complete the article with the given titles.

Career Paths Education Job Duties The Future Wages

What are Our Job Descriptions?

Whether you're looking for your first job or researching what you'll need to do to