



高等院校基于工作过程的校企合作系列教材



Practical Oral English
for Business (Third Edition)

实用商务英语 口语教程 (第三版)

主 编 赵秀丽 刘丽妍
企业顾问 于 欣



对外经济贸易大学出版社
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出版说明

党的二十大擘画了以中国式现代化推进中华民族伟大复兴的宏伟蓝图，发出了为全面建设社会主义现代化国家、全面推进中华民族伟大复兴而团结奋斗的伟大号召。习近平总书记在党的二十大报告中强调“推进职普融通、产教融合、科教融汇”，为我国未来职业教育的发展指明了方向。报告指出“教育、科技、人才是全面建设社会主义现代化国家的基础性、战略性支撑”，而我们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”。“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等院校**应用型本科**商务英语专业和国际经济与贸易、贸易经济、国际商务、工商管理、市场营销等经济与贸易类和工商管理类专业的学生；同时适用于全国**高职高专**院校商务英语、应用英语、旅游英语等语言类专业以及国际贸易实务、国际经济与贸易、国际商务等财经商贸大类专业的学生。

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的进程中，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。该模式指“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。

“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，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。在教材编写过程中，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，而这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、专业英语类和专业知识类。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，还主持或参与过多项国家或省市级相关科研项目。他们为本套教材的编写质量提供了有力的保证。

本系列教材包括:

语言技能类

商务英语听说

实用商务英语口语教程 (第三版)

国际商务英语口语实训 (第二版)

致用商务英语阅读 (上册)

致用商务英语阅读 (下册)

新编商务英语应用文写作

商务英语函电

外贸函电与单证实训教程 (第二版)

商务翻译实务 (第二版)

经贸英语口语实训教程 (第二版)

英语语法实训教程

专业英语类

会展实务英语 (第三版)

商务礼仪实务英语 (第二版)

外事接待实务英语 (第三版)

中英文酒店服务实训教程

旅游实务英语多模态教程

中英文导游实训教程

涉外酒店前厅服务技能实训教程

专业知识类

外贸跟单实务 (第二版)

外贸单证实务

国际贸易单证操作实务

进出口报关实务 (第二版)

报检实务 (第二版)

国际市场营销实务

涉外企业管理实务 (英文版)

生产物流运作实务

集装箱运输实务

国际贸易实务 (双语版)

商务英语谈判

国际结算 (英文版)

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

对外经济贸易大学出版社

2023 年 1 月

前 言

近年来，中国的经济发展环境面临着深刻而复杂的变化。世界经济贸易环境不稳定、不确定性增大。在这一大经济发展形势下，教材内容需要顺应发展趋势，反映时代气息。因此，更新教材势在必行。

本次具体修订情况如下：

1. 内容更换方面：

由于商务接待、观光旅游和商讨价格方面更新较快，不断出现新的表达法，所以编者删除了第二版对应部分的内容，重新编写了这三个项目的内容，即 Programme 1、Programme 2 和 Programme 6。

2. 内容调整方面：

(1) Section II Acting Out 部分，全部更新了 Important Words and Expressions 和 Useful Sentences 的具体内容，3 个 Project Study 的学习内容以及相应的 Notes 和 Role Play 的相关内容；

(2) Section III Practicing 部分，全部更新了 Words or Expressions Practice, Sentence Practice 和 Dialogue Practice 的具体内容；

(3) 其他 Programme 中（除了 Programme 1、Programme 2 和 Programme 6），删除了个别不常用的表达法，并增加了新的表达法；

(4) 修改了附录中个别陈旧的表达法。

具体分工调整如下：Programme 1、11、12 由沈阳大学的李政杰老师负责撰写；Programme 2、7、8 由鲁迅美术学院的刘丽妍老师负责撰写；Programme 3、4、13 由沈阳药科大学的陈芳老师负责撰写；Programme 5、9 和附录 I 由辽宁大学的陈聪老师负责撰写；Programme 6、10、14、15、16 和附录 II、附录 III 由中共辽宁省委党校的赵秀丽老师负责撰写；国网沈阳供电公司的刘莹同志负责资料收集和整理，于欣同志担任企业顾问，赵康英同志负责主审工作，北京邮电大学的赵国安老师，还有郭明和赵秀春同志负责图片拍摄、绘制以及处理工作。感谢所有编辑的辛勤劳动和努力付出。同

时,在编撰本书过程中还得到了对外经济贸易大学出版社的编辑和国际友人的大力支持和帮助,在此我们表示衷心的感谢。最后,编者还对所参考的书籍、期刊和网络相关内容的作者表示真诚的谢意。

如需本教材的教学课件和练习答案,请登录 <http://www.uibepresources.com> 下载。

由于时间仓促和水平有限,书中错误和疏漏之处在所难免,恳请广大专家和读者批评指正。

编 者

2023 年 1 月

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Programme

Business Reception

商务接待

Objectives

1. To grasp the relevant terms and expressions on business reception;
2. To get some ideas of the procedure of a business reception;
3. To master the techniques of receiving business clients in business activities;
4. To learn to establish good business relationship with foreign clients.



Brief Introduction

In business field, reception stands the most prominent position. It aims to make clients relaxed and to develop further relationships among them. When a businessman receives his clients, he usually leaves his office and immerses in an open air with the clients. That is important to improve the relationship among the clients and find additional chances for business. A successful reception will make a good impression on the clients and be likely to reach an agreement.

Business reception includes such activities as meeting the business clients at the airport, sending them to the hotel, entertaining them, arranging visits and sightseeing trips, checking out and other activities. Among these, entertaining clients is particularly important.

In entertaining activities, business clients can freely communicate with each other and exchange business ideas and opinions to better their relationships. Furthermore, business entertainment adds more personal factors to the business relationship, and businessmen can gain much insight into the needs of the clients and their companies. Meeting mutual needs is a basic component of a good business relationship. Business entertainment can also be a way to express gratitude on behalf of the company, to support a charitable organization, or to celebrate a significant achievement. Essentially, business entertainment is about business development and business profit, and develops high-performing business relationships.

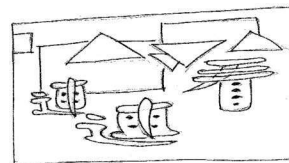
There are many other means to entertain the clients. Going to a concert, playing golf, taking part in sports, having an outdoor dinner and participating in social and cultural activities can all be recommended. Nevertheless, bound by time and place, one might not have enough chances to entertain one's clients well. Furthermore, one is not sure if the entertainment or recreational activities may satisfy one's business clients. Because most of the business clients have no idea about what to see, one should just arrange something entertaining or relaxing that may impress them and broaden their horizon.



Section I Warming Up

1. Matching the Words or Expressions

Read the following words or expressions and then match them with their Chinese equivalents appropriately and quickly.



- | | |
|---------------------------|-----------|
| (1) the Customs | A. 轻便行李 |
| (2) passport control | B. 接待处 |
| (3) flight connection | C. 填写; 填补 |
| (4) light luggage | D. 入境检验 |
| (5) reception desk | E. 往返票 |
| (6) fill in | F. 起飞时间 |
| (7) registration form | G. 海关 |
| (8) round-trip ticket | H. 国际航班 |
| (9) departure time | I. 登记表 |
| (10) international flight | J. 转机处 |

2. Discussing

Look at the following pictures and discuss the questions with your classmate.



- (1) In picture one, what are the woman and the man doing?
- (2) In picture two, how do you think of the dining room of the hotel? Does it leave a deep impression on you?
- (3) In picture three, do you know what kind of facilities should a room offer in a business hotel?

Section II Acting Out



Programme 1
Business Reception

Preparations

In order to do a good job in conducting business reception, you should equip yourself with the following expressions and sentences beforehand.

1. Important Words and Expressions

client 客户	airport 机场	flight 飞行; 班机
luggage 行李	smooth 顺利的; 平稳的	convenient 方便的
delighted 高兴的	chopstick 筷子	invitation 邀请
check out 结账退房	reception desk 接待处	account 账户
total 总计	credit card 信用卡	fill out 填写

2. Useful Sentences

- (1) How was your trip?
- (2) We were held up for a while at Hong Kong Airport because of the heavy fog.
- (3) The flight was smooth on the whole and the service was good.
- (4) You must be very tired after the long trip.
- (5) Our company wants to make sure you have a pleasant trip.
- (6) I wonder if you've had any plans for tonight.
- (7) Then I'd like to hold a dinner in your honor.
- (8) Is that a convenient hour?
- (9) I think I'll try chopsticks and see if I can manage.
- (10) It's made from rice, so it's mild and mellow.
- (11) Have you used any hotel services this morning or had breakfast at the hotel dining room?
- (12) I'll get your bill ready for you right away.
- (13) That makes a total of 640 US dollars.
- (14) Please sign your name here.
- (15) Is there anything valuable or breakable?





Project Study 1: Meeting a Client at the Airport (机场迎接客户)

Mr. Li, manager of Oriental Company in Shenyang, is waiting at the gate of the Arrival Hall of Taoxian Airport. He is expecting Mr. Smith, who comes from the United Trading Company of America for an important business negotiation.



Mr. Li: Good morning, I'm Li Ming from Oriental Company. Are you Mr. Smith from the US?

Mr. Smith: Yes, I'm Paul Smith. How do you do, Mr. Li? Glad to meet you.

Mr. Li: How do you do, Mr. Smith? How was your trip?

Mr. Smith: Not too bad. We were held up for a while at Hong Kong Airport because of the heavy fog. The flight was smooth on the whole and the service was good, too.

Mr. Li: You must be very tired after the long trip. I've got a car waiting outside to take us to your hotel.

Mr. Smith: That would be great. Thanks for taking the time to meet me here.

Mr. Li: You're welcome, Mr. Smith. Our company wants to make sure you have a pleasant trip. Do you have all your luggage here?

Mr. Smith: Yes, it's all here.

Mr. Li: Let me help you with this case.

Mr. Smith: Thanks.

Mr. Li: It's my pleasure, Mr. Smith. This way, please.



【Notes】

(1) Oriental Company 东方公司

(2) Arriving Hall of Taoxian Airport 桃仙机场的候机大厅

(3) expect v. 等待; 期待; 期望 expect much of sb. 对某人寄予厚望
<口> I expect not. =I don't expect so. 我认为不会。

(4) United Trading Company 联友贸易公司

(5) negotiation n. 谈判 enter into negotiations with sb. 与某人进行谈判
negotiate v. 谈判
negotiate with sb. about/over sth. 与某人谈判某事
negotiate peace 议和

(6) How was your trip? 您旅行愉快吗?

- (7) hold up 阻挡; 使停顿
 get hold of 抓住; 得到 hold out 不退让; 提供
 hold to 坚持 hold down 压制
- (8) for a while 一会儿
- (9) heavy fog 大雾
- (10) smooth *adj.* 顺利的
- (11) on the whole 总的来看 in whole 整个地; 全部地 a whole lot of 许多
- (12) You must be very tired after the long trip. 长途旅行之后, 您一定很累了。
- (13) make sure 确保
- (14) luggage *n.* 行李 (A.E. baggage) two pieces/articles of luggage 两件行李
 check one's luggage 寄存行李 excess luggage 超重行李
 registered luggage 托运的行李
- (15) help sb. with sth. 帮助某人某事 help oneself (to) (招呼客人用语) 请随便吃
 help sb. out 帮助某人解决难题 (或摆脱困境) with the help of 在……的帮助下
- (16) This way, please. =Go/Come this way, please. 请这边走。

【Role-play】

Role-play the above dialogue in pairs.

Project Study 2: Laying Dinner for a Client (宴请客户)

On behalf of her corporation, Miss Zhang has prepared a splendid dinner at Hongji Restaurant for her American client Mr. Black. At the dinner table, they talk a lot and have a good time.



Scene 1: Invitation

Miss Zhang: I wonder if you've had any plans for tonight.

Mr. Black: Not yet at the moment.

Miss Zhang: Then I'd like to hold a dinner in your honor.

Mr. Black: Oh, don't trouble, Miss Zhang.

Miss Zhang: No trouble at all. It's our pleasure. What about six o'clock at Hongji Restaurant to have a typical Chinese food? Is that a convenient hour?

Mr. Black: That's very kind of you. I'd be delighted to come.

Scene 2: During dinner

Miss Zhang: We are happy you are here today, Mr. Black.

Mr. Black: Thank you very much for preparing such a splendid dinner especially for me.



- Miss Zhang:** It's our honor. I know how busy you are.
- Mr. Black:** It's nice to be here with you.
- Miss Zhang:** Would you like to use chopsticks or knife and fork?
- Mr. Black:** I think I'll try chopsticks and see if I can manage.
- Miss Zhang:** Let me show you. At first, place both sticks between the thumb and the forefinger, then keep one still and move the other, so as to make them work like pincers.
- Mr. Black:** Let me try...Well, how is that?
- Miss Zhang:** Wow, you are learning fast, Mr. Black. What would you like to drink, Mao Tai or rice wine?
- Mr. Black:** I've heard a lot about Mao Tai. It's strong, isn't it?
- Miss Zhang:** Maybe stronger than whisky.
- Mr. Black:** I think I'll have something milder, if you don't mind.
- Miss Zhang:** Then try some rice wine. It's made from rice, so it's mild and mellow.
- Mr. Black:** All right. I'll try some.
- Miss Zhang:** Let me fill your cup.
- Mr. Black:** Thank you.
- Miss Zhang:** How do you like the wine?
- Mr. Black:** It suits my taste and just fine.
- Miss Zhang:** Well, to your health and success in business. Cheers!
- Mr. Black:** And to yours, cheers!



【Notes】

- (1) lay dinner 设宴 at dinner 就餐
dinner party 宴会 dinner service/set (一套) 西餐具
- (2) on behalf of sb./on sb.'s behalf, (A.E.) in behalf of sb./in sb.'s behalf
做某人的代表或代言人; 为某人之利益
- (3) corporation *n.* (abbr. Corp.) 公司
- (4) prepare *v.* 准备 preparation *n.* 准备 do preparations for=prepare for 准备
- (5) invitation *n.* 邀请 at the invitation of sb. 应某人的邀请 invite *v.* 邀请
- (6) at the moment 目前; 现在 at any moment 随时 for the moment 暂时
Just a moment. 请稍等一下。
- (7) hold a dinner 举行晚宴
- (8) in one's honor 向……表示敬意
- (9) convenient *adj.* 方便的 convenience *n.* 方便 for convenience 为了方便起见
Convenience Store=CVS 便利店
- (10) chopstick *n.* 筷子 chopsticks *n.* 筷子 (常用复数形式)

- (11) manage v. 操纵; 驾驭; 管理 manage a tool dexterously 熟练地使用工具
 (12) thumb n. 拇指 forefinger n. 食指
 (13) still adj. 静止的
 (14) pincers n. 钳子 a pair of pincers 一把钳子
 (15) mild adj. 温和的; 不强烈的
 (16) whiskey n. 威士忌
 brandy 白兰地 rum 朗姆酒 tequila 龙舌兰 vodka 伏特加
 (17) mellow adj. 柔和的; 芳醇的
 (18) suit v. 适合; 中……意 suitable adj. 合适的; 适宜的
 (19) Cheers! 干杯!

【Role-play】

Role-play the above dialogue in pairs.

Project Study 3: Checking Out (结账退房)

After several days' business talks, Mr. Green has completed his business task and is leaving at ten a.m. He comes to Miss Liu at the reception desk.



Miss Liu: Good morning, Sir. Can I help you?

Mr. Green: Yes, I am leaving at ten a.m., so I'd like to settle my account now.

Miss Liu: Yes, sir. May I have your room number?

Mr. Green: Room 616 and the name is Ned Green.

Miss Liu: Have you used any hotel services this morning or had breakfast at the hotel dining room, Mr. Green?

Mr. Green: Yes, my friend and I just had breakfast at the dining room, but we didn't use any services.

Miss Liu: OK. I'll get your bill ready for you right away. Six nights at 85 US dollars each, and here are the meals that you had at the hotel. That makes a total of 640 US dollars.

Mr. Green: Can I pay by credit card?

Miss Liu: Certainly. May I have your card, please?

Mr. Green: Here you are.

Miss Liu: Just a moment, please. (After a while)
Please sign your name here.



Mr. Green: Oh, yes. By the way, does your hotel provide luggage storage service?



- Miss Liu:** Yes, just bring your luggage here and we will put a label on it and give you the counterfoil to claim it later. We will then put it safely away. Is there anything valuable or breakable?
- Mr. Green:** Yes, I have an iPad in my bag.
- Miss Liu:** Oh, I see. Please fill out this form.
- Mr. Green:** Thanks a lot.
- Miss Liu:** You're welcome.

【Notes】

- (1) check out 结账退房 check in 登记入住
- (2) business talk 商业会谈; 谈生意
- (3) complete v. 完成; 结束
- (4) reception desk 接待处 receptionist 接待员
- (5) account n. 账户; 账单
balance/settle/square accounts with 与……结清账目
take into account 考虑到 account book 账簿
- (6) right away = at once = immediately 立刻
- (7) service n. 服务 at sb.'s service 听某人吩咐 service charge 服务费
serve v. 为……服务 serve one's country 为国家效力
- (8) total adj. /n./v. 总的; 总计 the total amount 总额 in total 总共
- (9) credit card 信用卡 cash n. 现金 payment n. 支付方式
mobile payment 行动支付; 移动支付
- (10) sign v. 签名; 签字 sign one's name 签名
- (11) luggage storage service 行李托管服务
- (12) label n. 标签 put labels on one's luggage 在行李上贴标签
- (13) counterfoil n. (支票、票据等) 存根, 票根
- (14) claim v. 认领; 索取; 宣称; 断言 n. 宣称; 断言; 所有权; 索赔
- (15) valuable adj. 贵重的; 有价值的 n. 贵重物品; 财宝
- (16) breakable adj. 易碎的
- (17) iPad n. 苹果公司的平板电脑 pad n. 便笺本 tablet n. 平板电脑
- (18) fill out 填写; 填好 fill out this form 填写这张表格

【Role-play】

Role-play the above dialogue in pairs.