

编写背景

在涉外商务活动如此频繁的今天,商务英语作为国际商务环境中的重要工作语言,其重要性不言而喻。随着全球经济一体化的不断深入,国际商务交流日渐鲜明的跨文化特征也使商务英语的内涵不再仅仅局限于语言工具这一表面功能。

根据《大学英语教学指南》精神,大学英语课程要满足学生专业学习、国际交流、继续深造、工作就业等方面的需求,要帮助学生树立世界眼光,培养国际意识,增进学生对不同文化的理解和对中外文化异同的认识,培养他们的跨文化交际能力,同时增强其创新精神和创业意识。商务英语作为一门专门用途英语课程,要以英语使用领域为指向,增强学生运用英语进行专业和学术交流、从事工作的能力,提升学生的学术和职业素养。《国家中长期教育改革和发展规划纲要(2010-2020年)》也提出高校要“适应国家经济社会对外开放的要求,培养大批具有国际视野、通晓国际规则、能够参与国际事务和国际竞争的国际化人才”。

对于即将步入职场,从事商务活动的学习者来说,语言能力和商务知识是他们未来立足职场的基本要求,而养成国际视野、掌握跨文化交际能力、提升职业综合素养将是他们职场腾飞的助力。

为帮助学习者顺应时代发展需求,为将来顺利步入职场和职业发展打下坚实基础,《商务英语》系列教材应运而生。

编写理念

传统商务英语教学强调商务知识的英语表达,而当代商务英语教学更为重视语言学习和商务知识学习的理想结合,培养学习者在典型商务情境中完成商务活动和职场沟通的能力。英国培生教育出版集团的 Intelligent Business 系列教程正是体现当代商务英语教学理念

的英语教材中的佼佼者。该系列教程一经推出,便在国际上广受赞誉,获得了包括 English-Speaking Union 的 English Language Award 在内的诸多奖项。

外语教学与研究出版社引进 Intelligent Business 原版系列教程后,我们的编写团队在充分挖掘教材优势和特色的基础上,结合中国学习者在职场发展方面的需求和课堂教学实际情况,制定了本系列教材重点培养学习者的“语言能力+商务知识+商务实操能力+职场综合素养”的编写思路。我们精选 Intelligent Business 原版系列教程中的优秀内容,精心补充和设计符合中国商务英语学习者特点和实际水平的材料和活动,设置“商务学习(Learn Business)”和“商务实践(Do Business)”两大模块,引导学习者“学”“用”相长,锤炼商务语言能力,积累商务知识,践行商务技巧,提升职场素养,为未来职业发展打下良好基础,提升职场竞争力。

教材特色

锤炼商务语言: 出自权威财经期刊《经济学人》的阅读篇章以及体现真实商务情境和多元地道语音的视听材料,合力为学习者营造地道鲜活的语言体验。商务语言活用训练贯穿于全书各个板块,帮助学习者习得正确规范的商务术语和得体地道的职场沟通表达。

积累商务知识: 根据学习者的知识背景和需求,有针对性地提炼重要的商务知识点进行简明讲解,同时强调在完成其他任务时对于商务知识的融会贯通和应用。

践行商务技巧: 任务设计真实灵活,体现对单元所学知识的迁移和应用,有效引导学生综合运用语言表达能力、商务知识以及商务沟通技巧,提高商务实操能力,应对商务实战。

提升职场素养: 讲练结合,帮助学生熟悉职场规范,养成职业操守,培养沟通合作意识和分析决策能力,提升职场跨文化理解力和沟通力。

本系列教材虽然重在培养学习者的商务综合素养,但同时也考虑了学习者备考 BEC 考试的需求,在阅读文章的长度、难度以及各部分题型设计方面,两个分册分别参照 BEC 中级和高级考试,同时分别提供 BEC 中级和高级考试模拟试题,以帮助学习者更好地应对考试需求。

教材结构

《商务英语》系列教材共分两册：《商务英语：初入职场》和《商务英语：职场进阶》。每册教材分十个单元，每单元均包括“商务学习(Learn Business)”和“商务实践(Do Business)”两大模块。

Learn Business

Reading: 《经济学人》原版文章, 助力地道语言习得

本部分阅读文章大多出自《经济学人》杂志, 话题紧扣商业活动中的重要活动和事件, 观点鲜明, 语言地道, 扩展学习者的商务视野, 启发思考。文章辅以阅读理解、词汇和口语练习, 帮助学习者锻炼理解能力和思辨表达能力, 活用语言。

BIZ knowledge: 实用知识讲解, 增强专业知识积累

围绕单元主题, 简明扼要地介绍相关商务知识要点, 丰富学习者的商务知识, 为学习者进一步展开与单元主题相关的活动打好基础。

Listening & Speaking/ Writing: 多维技能训练, 提高商务交流能力

选取商务沟通中的鲜活语料, 展现真实情境、多元语音, 之后有针对性地操练商务英语听说/写作技能, 提高理解和输出能力, 为职场沟通打好基础。

Do Business

Career skills: 策略及语言习得, 掌握职场沟通规范

介绍常用职场沟通策略及相关常用英文表达, 同时通过灵活的练习设计, 以练促学, 帮助学习者在未来职场中熟悉职场规范, 有效沟通。

Culture at work: 文化差异对比, 培养职场文化沟通力

对比不同文化对某一职场情境的不同态度或针对某一任务所采取的不同策略, 引导学习者反思文化差异, 强化国际化背景下的职场跨文化交际意识, 提升文化沟通力。

Dilemma & Decision: 真实任务演练, 提升职场综合素养

提供真实商务案例, 设计具体清晰的任務, 引导学习者综合应用单元所学的商务知识和语言表达, 分析材料, 讨论决策, 并就解决方案进行沟通展示。之后辅以专家解决方案及点评, 便于学习者对比反思。

为帮助学习者进一步掌握商务写作规范, 了解真实的商务实践活动, 检测学习成果, 本系列教材还提供大量丰富实用的配套材料, 包括 Writing guide、Business in practice 和 BEC practice test。

Writing guide: 提供与单元写作任务相对应的商务文体的写作指南, 讲解写作要点, 展示真实范文, 帮助学习者熟悉和掌握常用商务文体的写作规范和技巧。

Business in practice: 采用实拍视频展现一个完整真实的商务案例, 反映现代商务场景和商务活动的特点, 视频中沟通策略和语言表达与单元内容有一定呼应关系, 既可以与单元内容配套使用, 也可以作为单独的视听材料单独使用。

BEC practice test: 提供完整的 BEC 考试模拟试题, 帮助学习者熟悉 BEC 考试题型及难度, 提高应试能力。因为模拟试题内容与单元主题及内容有一定的对应关系, 因此可作为期末试卷来使用。

教学资源

每册教材均配有电子版教师用书、助教课件及网络资源, 提供相关教学建议、参考答案、补充活动、测试题等丰富多样的资源, 不但为教师备课提供便利, 而且帮助教师丰富教学内容, 提升学生学习体验。

使用建议

《商务英语》系列教材适用于针对非英语专业大学生的商务英语类后续课程。《商务英语: 初入职场》和《商务英语: 职场进阶》两本书可以配套使用, 也可以根据学习者水平和需求独立使用其中一本。

本系列教材同时也是职场人士提高商务英语水平、提升职场竞争力的理想材料。

本书是集体智慧的结晶, 改编人员均为英语教材编写经验丰富的商务英语教学一线教师。在编写过程中各位编者为了找到合适的素材并提高活动设计的有效性付出了很多努力, 感谢他们的付出! 同时, 感谢黑龙江大学应用外语学院商务英语专业的同学参与教材体验和评价, 感谢同学们对选材和练习设计提出的意见。最后, 感谢外语教学与研究出版社的各位编辑和评审专家对本教材的修改和审议。虽然各方已经力求完美, 但难免仍有疏漏, 敬请广大教师和同学批评指正。

严 明
黑龙江大学
2016年8月

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Unit 1

Job-seeking

Learn business

Reading: The online job market

BIZ knowledge: Major types of job interviews

Listening & Speaking: 1 Preparing for job-seeking
2 The curriculum vitae (CV)

Do business

Career skills: Explaining what to do

Culture at work: Fixed procedures or flexibility?

Dilemma & Decision: For love or money?

Into the career world

Sample

Keynotes

Job-seekers look for work in the **job market**; employers offer jobs to people with the right **qualifications** and **experience**. People who know what kind of job they want can look at **job advertisements** for a suitable **position**. Others may go to **careers advisers** to ask for help in starting or managing their careers. Large companies have a **human resources** department, which deals with **recruitment** and **hiring** employees, and also manages **career development** within the company.

Learn business

Reading

Preview

What ways do you know of finding a job? Work with a partner and make a list.

1 Look at newspaper advertisements.

2 _____

3 _____

...



How Jeff Taylor changed the way the labour market works

The online job market

Monster.com, the pioneer of online recruitment, shows how electronic marketplaces reach more people and can offer more efficiency than physical markets. It also shows that money can be made in such markets: Monster has a long record of profitability.

Jeff Taylor, who launched the site in 1994, says that the Monster.com name is the firm's "single most important success factor". It introduces an image of youthful fun in what is basically a boring business. Supporting the brand is a big advertising budget which accounts for a quarter of the firm's costs. He runs expensive ads during key sporting events such as the Super Bowl.

Job-seekers supply resumes and employers pay to scan them or to post job ads. Most of the services that job-seekers get are free, but they have to pay for a service that allows them to contact each other for advice and career management. They can use this service to ask each other questions about, say, what it is like



to work for a firm that they are thinking of joining.

The main contribution of Monster has been to speed up hiring and vastly increase the accuracy of the job-searching process. “You can post a job at 2 pm and get your first response at 2.01,” Mr Taylor says proudly. And an employer who knows exactly what he wants can use Monster’s filters to search vast numbers of resumes with precise accuracy. Monster is a serious threat to newspapers, which historically made 40% of their revenues from carrying ads, up to half of which were for staff. Headhunting firms have also lost business, because demand for their help in filling lower-level jobs has fallen.

The online job market works well for workers and employers who know what they want. It works badly for people who are unsure. Check that your resume says clearly what kind of job you want. The filters will then make sure that it reaches the right human resources departments. ■

Glossary

- recruitment *n.* 招聘
 physical *n.* 有形的; 物质的
 profitability *n.* 盈利
 launch *vt.* 将(新产品等)投放市场
 budget *n.* 预算
 account for 占(一定数量或比例)
 key *adj.* 极重要的
 Super Bowl 超级碗(美国国家橄榄球联盟的年度冠军赛)
 scan *vt.* 浏览
 post *vt.* (在网上)公布消息, 发帖子
 speed up (使)加快速度
 accuracy *n.* 准确性
 filter *n.* 过滤程序
 revenue *n.* (also revenues) 收益
 headhunting firm *n.* 猎头公司

Comprehension

1 Read the text and find information about the following:

- 1 the name of the website
- 2 the image of Monster.com
- 3 Monster.com's biggest contribution to the recruitment industry

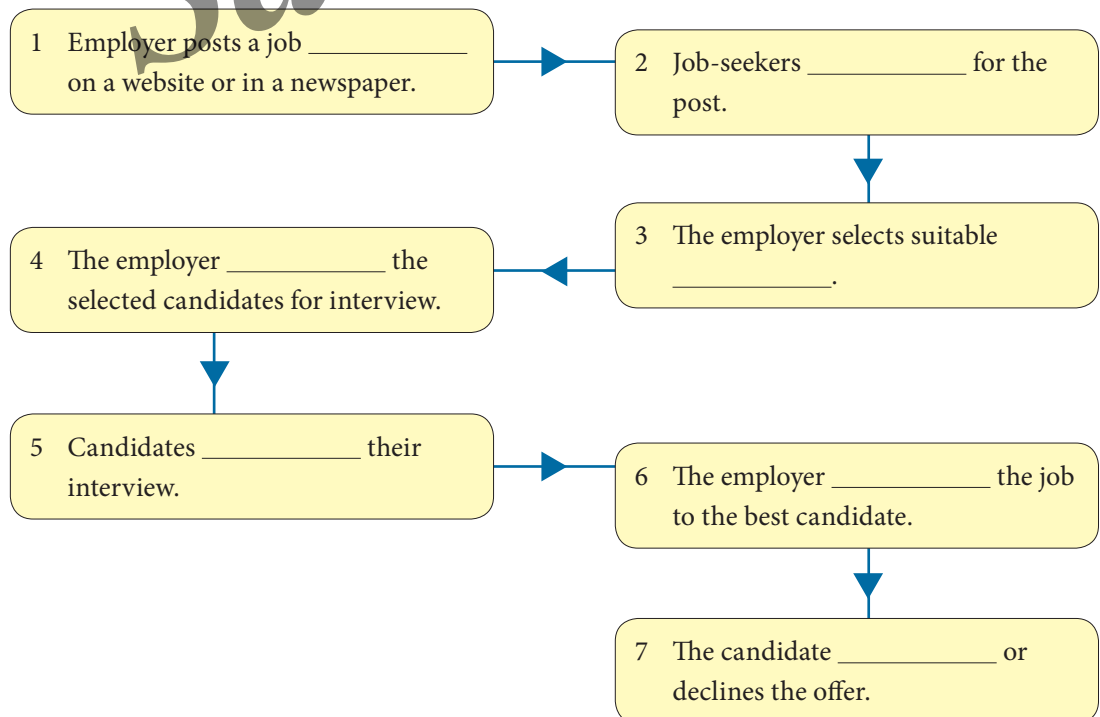
2 Read the text again and decide whether the following statements are true (T) or false (F).

- _____ 1 Monster.com is operating at a profit.
- _____ 2 To fund key sporting events is an important way to promote the brand for Monster.com.
- _____ 3 All the services that job-seekers can get at Monster.com are free.
- _____ 4 Monster.com helps to speed up the hiring process for employers. However, it contributes moderately in terms of improving the accuracy of the job-searching process.
- _____ 5 Monster.com is a serious threat to newspapers and headhunting firms since it works for all kinds of employers and job-seekers.

Vocabulary


1 Complete the diagram with the following words. Change the form where necessary.

accept attend apply advertisement candidate invite offer



2 Complete the passage with the following words and phrases. Change the form where necessary.

accept application interview job ad recruit select resume offer



Finding a job

Esther Garcia graduated from university with a degree in telecommunications. But finding her first job was very hard. She searched all the 1) _____ in the newspapers and on the Internet. She made lots of 2) _____ to different companies. She also sent her 3) _____ to all the big telecommunications companies. But most companies didn't even invite her for 4) _____. It seemed that they only wanted to 5) _____ people with job experience. After several months, a finance company in Madrid 6) _____ Esther a place on a three-month graduate trainee scheme. At the end of the three months, Esther was the only person out of the ten trainees to be 7) _____ for a permanent job. Of course, Esther was very happy to 8) _____.

Speaking

Work in groups and discuss the advantages and disadvantages of the traditional ways of job-seeking and the online ones.

	Advantages	Disadvantages
Traditional ways of job-seeking		
Online job-seeking		

Major types of job interviews



There are different types of job interviews that you may participate in during the job-seeking process. Knowing what to come in each type of interview can help you to better prepare for it. The following are three most common types of job interviews.

Traditional one-on-one interview

For a one-on-one interview, it has been established that you have the skills and education necessary for the position. The interview will focus on determining if the information you've provided are reliable and if you will fit in with the company, and how your skills and qualifications will benefit the company. So what you have here is usually a list of questions about qualifications, work experience, knowledge and expectations like "What duties did you have in your previous job?" or "Where do you see yourself in five years?" Your goal in a one-on-one interview is to leave a good impression on the interviewer and convince them how reliable and qualified you are.

Case interview

Case interview is particularly challenging. What happens here is that the interviewer presents a problem

and then follows this with a series of questions to find out how the candidate would approach the problem. To give you an idea, it might go something like this: "Company X wants to increase the number of university graduates that it hires every year by 50 per cent without exceeding its current budget, which is \$2m. What would you advise them to do?" Now this puts the candidate in a pretty uncomfortable position because they're really being asked to do several things — to demonstrate that they can analyse the problem logically, come up with feasible solutions and communicate effectively with the interviewer. So it's a pretty stressful form of interview.

Behavioural interview

It's designed to find out how the candidate actually behave in certain situations, especially in tricky ones. The questions are usually based on experiences from the candidate's own past. A typical question might be "Can you give me an example of a situation where you had to follow orders that you didn't agree with?" This puts pressure on the candidate because they have to find a good example and they have to do the talking, so it opens up a lot of information and the interviewer gets to see more of the person who's sitting opposite.

Work in pairs and discuss the following questions.

- 1 What other types of interviews do you know?
- 2 How would you prepare for an interview?

Listening & Speaking

Listening 1 Preparing for job-seeking

1 Listen to Dave, who is in the final year of a business course, talking to Carla, who graduated from the same course last year. Tick (✓) the subjects that Carla mentions.

- 1 applying for jobs
- 2 preparing for interviews
- 3 accepting jobs
- 4 networking
- 5 the job market

New words

network *vi.* 交流; 建立商业联络
alumnus *n.* (pl. alumni) 校友
competitive *adj.* 竞争的

2 Listen again and work in pairs to complete the notes that Dave made after his conversation with Carla. Student A fills in the part about "Interviews" and "Follow-up", and Student B fills in the part about "Networking".

Discussion with Carla

Tue 20 Feb

Interviews

- 1 Think about _____ the interviewer might ask you.
- 2 It's a good idea to ask a friend to _____ with you.

Networking

- 3 _____ professionally.
- 4 _____ smartly.
- 5 Shake _____.
- 6 Be _____.
- 7 Listen to _____.

Follow-up

- 8 Send a short _____ thanking the person for their _____ and advice.

3 Exchange your notes and get a complete version of it. Then make a short presentation to the class about how to prepare for job-seeking based on the notes.

Listening 2 The curriculum vitae (CV)

Read the following CV of Monika Vaz, who is applying for a position as a marketing manager. Listen to the questions that she is asked during an interview and fill in the missing information. Each blank corresponds to a question.

New words

in-depth *adj.* 深入的
routine *adj.* 例行的; 日常的
sociology *n.* 社会学
proficient *adj.* 精通的
solitary *adj.* 独自的
snowboarding *n.* 滑雪板运动

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Objective: seeking a position of responsibility in the field of direct / internet marketing

Employment history

2004 to date: 1) _____, Phoenix Media, Hamburg, Germany

Planned and developed direct mail campaigns for major clients in the retail sector. Advised on internet marketing strategies. Conducted in-depth market surveys. Organised company participation at various media and direct mail events and 2) _____ of Phoenix products and services.

2003-2004: Assistant Sales Manager, MSV, Amsterdam, the Netherlands

Responsible for finding new clients, managing key accounts and routine tasks like 3) _____.

Qualifications

2000-2003: Graduated from the University of Vienna with a bachelor's degree in sales management.

Main courses: sales and marketing, accounting, European business law, media studies, economics, and information technology

Options: sociology and 4) _____

Other skills

Computer: proficient in MS office applications

Languages: mother tongue German, fluent French and English, proficient in 5) _____

Personal interests

Sports: 6) _____ and snowboarding

Hobbies: music (jazz piano) and theatre

References

Professor Jürgen Drexler, University of Vienna.

Norman Achilles, President of the European Marketing Foundation.

Do business

Career skills Explaining what to do

When you start a new job, your new colleagues may have to explain a lot of things to you in the first few weeks. When you have more experience, you may need to give explanations to other new staff. The following phrases are useful for explaining what to do.

Make sure that ...

It's important / essential that ...

Remember to ...

Don't forget to ...

It may be better / best to ...

It's a good idea to ...

Which ones express important instructions and which are just suggestions?

1 Listen to Barry Hampton, a careers adviser, explaining how to prepare a CV for a UK job. Tick (✓) the points that correspond to what he advises, and change the points that don't.

- 1 Write more than two pages.
- 2 Start with details of previous jobs.
- 3 Leave out your date of birth.
- 4 Don't say anything about hobbies and interests.
- 5 Give the contact details of two references at the end.

2 Listen again and underline the phrases in Career skills box that the speaker uses to introduce the points.

3 Practise giving advice for preparing a CV for a UK job. Use the list in exercise 1, including your corrections, and choose phrases from Career skills box to introduce each point.

4 Work with a partner. Practise explaining one of the following topics to each other.

- What to wear for an interview.
- How to prepare a CV for a job in your country.
- Where to look for a job in your country.

Culture at work Fixed procedures or flexibility?

In some cultures, people like to have specific rules and procedures to follow. In other cultures, people prefer to have flexible ways of working. They prefer to deal with each situation separately in the way they think is best.

Fixed	Flexible
Procedures should be fixed and clear.	Procedures are important, but they should be flexible.
People need to know what to do and what is expected of them.	People like to show initiative and adapt to new situations.
It is uncomfortable when you do not know exactly what to expect in a situation.	It is boring when you know what to expect every day.

If you are part of an organisation or a team, do you think it is better to have a fixed way of doing things that is made clear to everyone, or is it better to be flexible?

Sample



Dilemma & Decision

Dilemma: For love or money?

Brief

Kate Gray is in a happy position: She has two job offers. The problem is to choose the job that will suit her better. Kate is a new graduate in geography and wants to work in the travel industry. She would like a job that includes travelling and working with people. Two different travel companies are offering her a position. She has the chance to work in the marketing department of Wide World Tours, a big company with about 3,000 employees and regional offices around the world. Or she could work for Oz Travel, a small company which has only 19 employees and specialises in tours to Australia. You work for a careers advisory service. Kate asks you to help her make the correct choice.

Task 1

Work in three groups. Find out more information about Kate's situation.

Group A: Research the job with Wide World Tours. Turn to page 111.

Group B: Research the job with Oz Travel. Turn to page 112.

Group C: Find out more about Kate's personality and preferences. Turn to page 113.

Task 2

Form new groups. Your group should include at least one person from Groups A, B and C respectively. Make a list of the advantages and disadvantages of each job offer. Then match the advantages of each job with Kate's preferences, personality and ambitions. Decide which job will suit her better.

Think about the following:

- 1 role and responsibilities
- 2 the company
- 3 pay
- 4 career prospects

Write it up



Turn to pages 115-117 for writing guide.

Write an informal letter to Kate. Give her some advice based on your discussion in Task 2.

Decision:

Listen to Barbara Kingsland, a careers adviser, explaining what advice she would give to Kate. Then listen to Kate saying what decision she made and what happened.

