****Unit 1 Job interview****

****Teaching objective****

After completing this lesson, students should know how to deal with an interview, including

-- how to prepare for an interview

-- the interview procedure

-- how to answer questions about personal details, education and work experience

-- how to deal with inappropriate questions by the interviewer.

****Business profile****

General conduct during an interview

**Opening :**establishing a friendly atmosphere

Introduce yourself

Talk about weather, traffic ,etc.

Talk about yourself as a person

**During :**exchanging information

General questions

Be prepared to talk about

Your personal details

Your education

Your work experience

Position related questions

You will be able to discuss

Reasons for leaving last job

Details of the job and the company

Qualifications and skills make you fit for the requirements of the job

Short-term goals and long term goals

**Closing :** leaving a lasting impression

Ask 1 or 2 questions based on your pre-interview research

Arrange a call back to get the result

Thank the interviewer

Say you enjoyed the interview

Types of job interview

Telephone screening interview

In-person screening interview

Selection interview

Work sample interview

Peer group interview

Group interview

Luncheon interview

Stress interview

Videoconference interview

****Part I warm-up****

Organizational structure of the company

Name of the interviewer

Division/departments that interest you

Products/services

Training programs

Size of the company-number of employees and turnover

How long they have been in business

Types of clients

Growth in the past and future potential

Job description and job title

**Appearance**

Dress conservatively: smart, clean and formal

Do have clean, neatly styled hair

Do have clean hands and trimmed nails

Do carry a portfolio or briefcase with extra copies of your resume

Do bring a clean notepad and pen that works

Do wear shoes you can walk easily in

Don’t wear torn, soiled, wrinkled clothing

Don’t dress casually

Don’t wear a lot of jewelry (men should avoid earrings)

Don’t wear a lot of cologne or perfume

Don’t wear sports shoes

Don’t eat spicy, offensive smelling foods before the interview

Don’t wear sexy clothing

Don’t wear cutesy ties (flashing Mickey mouse)

Don’t chew gum or smoke

Don’t wear a mini-skirt

Don’t wear heavy make-up

****Part II Listening practice****

****Part III Language Focus A: Follow-up Practice: Task 1****

|  |  |
| --- | --- |
| Cai | May I come in? |
| Ms. Smith | Yes, please. |
| Cai | Good morning. My name is Cai Ning. As requested, I have come for an interview. |
| Ms. Smith | Fine, thank you for coming, Miss Cai. Please sit down. I am Anne Smith, the Assistant Manager. |
| Cai | Nice to meet you, Ms. Smith. |
| Ms. Smith | Nice to meet you, too. |

****Unit 1 Job interview****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| Chen Bo | Good morning, Ms. Mandel. |
| Cathy Mandel | Good morning. Sit down, please. |
| Chen Bo | Thank you. |
| Cathy Mandel | You are Chen Bo, aren't you? I am Cathy Mandel, Director of the HR Department. |
| Chen Bo | Yes, I'm Chen Bo. Nice to meet you, Ms. Mandel. |
| Cathy Mandel | Nice to meet you, too. I've gone through your resume and would like to know more about you. |
| Chen Bo | Thank you for your interest in me. |
| Cathy Mandel | To start with, would you like to tell me a bit about yourself? |
| Chen Bo | Sure. I'm a senior student at Guangdong University of Finance. |
| Chen Bo | I expect to graduate this summer. My major is international finance. |
| Cathy Mandel | So, why did you choose our company? |
| Chen Bo | As far as I know, your company is one of several leading international consultant corporations which came to China after China entered WTO. |
| Chen Bo | I think working here would give me the best chance to use what I've learned at university. |
| Cathy Mandel | As a major in international finance, what do you think you can do in consultancy? |
| Chen Bo | Well, I know how to tackle problems. For example, I know I must first analyse the problem and work out its major cause. |
| Chen Bo | Then I will be able to search for ways to solve it from the available data. |
| Cathy Mandel | Sometimes data is not enough. Have you got any relevant experience in this field? |
| Chen Bo | Last year, during the probationary period, I was involved in the restoration of a factory in Nanjing. |
| Chen Bo | I really learned a lot from the experience, especially how to assess people's strengths and abilities. |
| Cathy Mandel | Can you cope with hard work under pressure and in a tough environment? |
| Chen Bo | No problem. I don't care about pressure or the environment, as long as I enjoy the work. |
| Cathy Mandel | Good. Now, do you have any questions to ask? |
| Chen Bo | Yes, I've got one. Are there any opportunities for Chinese employees to be transferred to the head office in New York or other branch offices around the world? |
| Cathy Mandel | Probably. I think you are likely to be sent to work in an overseas branch to get experience later on once when you have proved your worth. |
| Chen Bo | Oh, great. If I'm accepted, I will do my best for the company. |
| Cathy Mandel | I wish you luck! We'll notify you of our final decision by Friday. |
| Chen Bo | Thank you, Ms. Mandel. Goodbye. |
| Cathy Mandel | Goodbye. |
| ****Video 2**** |  |
| Wang | May I come in? |
| Mr. White | Yes, please do. |
| Wang | Good morning, sir. My name is Merry Wang. I've come for an interview, as requested. |
| Mr. White | Nice to meet you, Miss Wang. I am Harry White, Director of the HR Department. I was expecting you. Please, take a seat. |
| Wang | Thank you. |
| Mr. White | Well, Miss Wang, you are applying for the position of Sales Manager, right? How did you know about our company? |
| Wang | I got to know your company from your TV commercials. They are elaborately designed and produced, and leave me deep impression. |
| Wang | And in the summers of 1997 and 1998 I worked as a salesgirl for your company in Guangzhou. |
| Mr. White | Really? That's good. Then you must know something about our company? |
| Wang | Yes, a little. Your company is very famous. Your cosmetics and skincare products are very popular with women all over the world. |
| Mr. White | Huh, that's right. Miss Wang, can you tell me which university you attended? |
| Wang | Sun Yat-sen. |
| Mr. White | And what degree have you got? |
| Wang | I have a bachelor's degree in business administration. |
| Mr. White | How is your English? You know, some staff members in our company are Americans, so conversational English is very important. |
| Wang | I passed TEM 8 at college, and I am good at oral English. I think I can communicate with Americans quite well. |
| Mr. White | Good. I know you are now with United Butter. What is your chief responsibility there? |
| Wang | I've worked there for five years, since I graduated from college. |
| Wang | Two years ago, I was appointed Brand Manager--responsible for the Panda line of biscuits. |
| Mr. White | Why do you want to change your job? |
| Wang | I want to change my work environment, seek new challenges and broaden my experience. That's why I want to move into sales. |
| Mr. White | What do you think is the most important qualification for a salesperson? |
| Wang | I think it's self-confidence and quality products. |
| Mr. White | I agree with you. What salary would you expect to get here? |
| Wang | Well, I would leave it to you to decide after you consider my abilities. |
| Wang | My current annual income at United Butter is 150 thousand. |
| Wang | But, er,... could you tell me a little more about what the job entails? |
| Mr. White | You would be in charge of all the sales activities, for all hair products in northeast China. |
| Mr. White | This would involve market analysis, client service and development, sales promotion, and regular customer satisfaction surveys. |
| Mr. White | You'd report directly to the Regional Sales Director. Do you have any other questions? |
| Wang | Yes, only one. When can I have your decision? |
| Mr. White | I need to discuss with other board members. We'll notify you of our decision as soon as possible. |
| Mr. White | But...to be honest, you seem to be a good candidate with the right kind of experience and personality. You're high on my list. |
| Wang | That's good! Thank you, Mr. White. I look forward to hearing from you. Goodbye. |
| Mr. White | Goodbye. |

****Unit 2 Jobs and Responsibilities****

****Teaching objectives****

After completing this lesson, students should be able to

--- describe jobs and responsibilities

--- describe their position and responsibilities in a company

--- describe a company’s organization

--- express likes and dislikes about jobs

****Business profile****

Want to know about jobs and responsibilities in a company?

|  |  |
| --- | --- |
| Departments | Job titles |
| Personnel | Chief manager |
| Sales | Salesperson |
| Marketing | Lawyer |
| Public relations | Office clerk |
| Human resources | Trainee manager |
| Export | Deputy manager |
| Overseas accounts | Bank teller |
| Research and development | Programmer |
| Production | Quality control engineer |
| administration | Administrative clerk |

Senior sales manager

Financial controller

Human resources manager

Logistics manager

Account manager

Purchaser/buyer

****Language expansions****

Jobs

Responsibilities

Positions and the departments

Working hours and routines

Interpersonal relationship

Compensation

Promotion

Job satisfaction

****Part I warm up****

Waiter farmer carpenter photographer electrician

Chef/cook typist policeman doctor singer

****Part II****

I’m a manager in the human resources department

Which company do you work for?

I’m mainly in charge of recruitment, that is, the selection, training and development of employees

I haven’t seen for you years

What do you do now

What are you working on

F T F F F T

****Part III****

card 1 company: Beijing sanmei factory  name: alice wang title: manager of human resources

card 2 company bill hayes  title general manager  company beautify cosmetic corporation

****Unit 2 Jobs and Responsibilities****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| General Manager | Good afternoon, everyone! This is Robin Copperfield, the new Vice President of our company. |
| General Manager | He will be in charge of the accounting work. Let's give him a warm welcome! |
| Robin | Thank you! |
| General Manager | Mr. Copperfield is an expert in the field of accounting. So, it is a pleasure for us to have him here. |
| General Manager | Now, Mr. Copperfield, I'd like to introduce the Vice Presidents and Managers to you. |
| Robin | OK, thank you! |
| General Manager | This is May Bates, Vice President in charge of the Administration Department and the Neighbourhood Service Department. |
| Robin | Nice to meet you, Ms. Bates. |
| Ms. Bates | Nice to meet you, Mr. Copperfield. |
| General Manager | And this is Dennis Hayes, Vice President in charge of the Marketing Department and the Sales Department. |
| Dennis Hayes | How do you do, Mr. Copperfield? Glad to meet you. |
| Robin | Glad to meet you, Mr. Hayes. |
| General Manager | And this is... oh, where is Andrew Jefferson? |
| Robin | Mr. Jefferson? I've met him before. |
| Robin | I heard he is one of the secrets of this company's success. Everyone was raving about what a great job he's done in... |
| General Manager | Uh... speak of the devil... Mr. Jefferson has just arrived. |
| Mr. Jefferson | Hi, Mr. Copperfield, good to see you again. |
| Robin | Good to see you, Mr. Jefferson. |
| Mr. Jefferson | Sorry, I'm late. I was talking to a client. |
| Robin | Oh, that's OK. How many departments are you in charge of, Mr. Jefferson? |
| Mr. Jefferson | Four: Research & Development, Engineering, Contract Budgets, and Project Preparation. |
| Robin | No wonder you're so busy. |
| General Manager | Mr. Copperfield, there are three managers who report directly to you, and they are all ladies. |
| General Manager | So, ladies, can you introduce yourselves? |
| Ada Black | I'm Ada Black, responsible for management accounts. |
| Caroline Clinton | I'm Caroline Clinton, responsible for financial accounts. |
| Lucy White | I'm Lucy White, responsible for data processing. |
| Robin | Oh, good. Nice to meet you all, ladies. |

****Key:****

caroline Clinton--- financial accounts

lucy white--- data processing

ada black—management accounts

****part V****

****key:****

chef editor  magazine  manage  feedback   definite   flexible   office  regular

C A F E B G D

Self-employed entrepreneur

Buyer   line supervisor

Advertising executive

Public relations manager

Part VI

Video 2

|  |  |
| --- | --- |
| Robin | What's your job now, Jerome? Do you still work for that wholly funded American company? |
| Jerome | No, I left it three years ago. I have my own business now. |
| Frank | Gee, that's great! How do you feel as a self-employed entrepreneur? |
| Jerome | I feel good. I can make a lot more money than before and I have a lot of independence in doing things. |
| Jerome | But sometimes I get tired. As you know, it's not very easy to run a business on your own. |
| Jerome | What about you, Frank? What are you doing now? |
| Frank | I've worked for several companies. |
| Frank | After graduation, I went to a private company. |
| Frank | Then a year later, I changed to a Sino-Japanese joint-venture enterprise and worked as a sales assistant. |
| Frank | Two years later, I moved on to a computer company and worked in export sales. |
| Frank | And now, I'm an advertising executive. |
| Colin | Oh, you are a real job-hopper. Why have you changed jobs so often? |
| Frank | I'm always interested in new challenges. |
| Frank | I know changing jobs frequently can be a waste of a company's human resources, but I'm gaining a lot of experience! |
| Frank | How is your job, Colin? |
| Colin | I've been working for the PMC Textile Plant since I graduated. |
| Colin | Two years ago, I was promoted to Line Supervisor. |
| Frank | Do you like your job? |
| Colin | The salary and benefits are OK, but I don't like the work environment. You know, the workshops are very noisy sometimes. |
| Colin | Also, I don't often get an opportunity to go anywhere. I hate staying in the same place all the time. |
| Colin | You often travel on business, right Robin? |
| Robin | Yes. As a buyer, I must travel to purchase stock. I've been to a lot of places. |
| Colin | Maybe I should think about becoming a buyer... |
| Robin | Mm..., everything has two sides. I get fed up with travelling. |
| Robin | Nowadays, I want to spend more time with my family. |
| Janet | Hi, guys, may I join you? |
| Everybody | Sure. Have a seat. |
| Janet | You enjoy getting together, don't you? What are you talking about? |
| Robin | Jobs. What kind of job do you have, Janet? |
| Janet | I'm the Public Relations Manager in a holding company. |
| Colin | Do you enjoy it? |
| Janet | Yes. What I like about it is that I can meet a lot of new and interesting people. |
| Robin | How about your working hours? |
| Janet | That's the trouble. I usually have to work overtime, because I often have dinner parties in the evening. |
| Janet | I don't get enough time with my family and baby. |

****Unit 3 On the phone****

****Teaching objectives****

After completing this lesson, students should be able to

Answer the phone

Ask to be connected

Connect a caller

Leave messages

Deal with problems b telephone

****Business profile****

The big 3

be prepared

don’t give up

try not to put people on the spot

before you pick up a phone

review written material first

make a list of questions for each encounter

be clear about what information you need

establish a system for yourself

create a notebook or other organizer

psych yourself to make the call

make calls when you’re at your best

making your calls

be aware of the pitch of your voice

be modest

establish a relationship

avoid yes or no question

be empathetic

make the personal feel like your mentor

find out his /her schedule

be polite

always get the name of the person

remember we still don’t have videophones

types of call

answering the phone

introducing yourself

asking for someone

putting someone on hold

the person wanted is not available

taking a message

ringing off

problems

reasons for calling

requesting

teaching plan

****Part I warm-up****

advance documents schedule distraction pretend

interrupting clearly argue polite lengthy misunderstood hear

****Part II listening practice****

****Key:****

B E G F D A C

Simon Weller is calling from Singapore

He has just left for a workshop

Half an hour later

13466386913

****Part 3****

****Key:****

|  |
| --- |
| To: Louise PaulsonDate: 2009 January  time : 10:00Message noteFrom : Paul JacksonCompany: grandiose companyTelephone number: 979-326-8965Message: ring back, talk to him about the order, it’s urgentTaken by: Roy |

****Unit 3 On the phone****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| Receptionist | Hello, International Sales. |
| Mr. Schulz | Hello, this is Mr. Schulz here, calling from England. |
| Receptionist | Yes, Mr. Schulz. Who do you want to speak to? |
| Mr. Schulz | I'd like to speak to Mr. Matthews. |
| Receptionist | Fine. Hold the line, please. I'm connecting you now. |
| Miss Perez | Hello. Mr. Matthews' office. Who's calling please? |
| Mr. Schulz | This is Mr. Schulz calling from England. |
| Mr. Schulz | Can I have a word with Mr. Matthews? |
| Miss Perez | I'm afraid Mr. Matthews isn't available. |
| Miss Perez | He's gone to Hong Kong on business for a few days. |
| Mr. Schulz | When do you expect him back? |
| Miss Perez | He'll be back on Friday afternoon. Is it urgent? |
| Mr. Schulz | Yes. |
| Miss Perez | Can I take a message for him? |
| Mr. Schulz | Yes, please. Will you tell him that we've just received your sample of the new assembly coffee table and are quite happy with it? |
| Miss Perez | Sure. It's very kind of you to say so. |
| Miss Perez | Can we expect an order from you? |
| Mr. Schulz | That's why I'm making the call. |
| Mr. Schulz | Please tell Mr. Matthews we're quite happy with the quality and design of the table, but the price is too high. |
| Mr. Schulz | We need some negotiation on it. |
| Miss Perez | OK, Mr. Schulz. Anything else? |
| Mr. Schulz | One more thing. Please inform Mr. Matthews that I won't be able to get to your company that early this Saturday because of the rail strike. |
| Mr. Schulz | It'll probably be afternoon before I arrive. |
| Miss Perez | No problem. I'll give him the message. |
| Mr. Schulz | Thanks. |
| Miss Perez | You're welcome. Goodbye. |

****Key:****

****F T F T T F****

****Part V****

****Key:****

1. 875-9368  2. 305-636-8430   3. 5312/A12

4. Bartholomew  5. holt &frier  6. diner

****Part VI****

****Video 2****

|  |  |
| --- | --- |
| Receptionist | Good afternoon, this is DNM. How can I help you? |
| Ms. Mandel | Good afternoon. I'd like to speak to Mr. Miller, please. |
| Receptionist | Mr. Miller? Hold on, please. I'll connect you. |
| Leo Miller | Mr. Miller speaking. Who's calling please? |
| Ms. Mandel | This is Ms. Mandel from BCM. Is this Henry Miller? |
| Leo Miller | What? Henry Miller? |
| Leo Miller | No, this is Leo Miller, in the Sales Department. Henry Miller is in the Customer Relations Office. |
| Leo Miller | I'm afraid you've dialed the wrong extension. |
| Ms. Mandel | Oh, sorry to have interrupted you. |
| Ms. Mandel | Can you give me Henry Miller's extension, please? |
| Leo Miller | Sorry, I haven't got a directory on hand now. Would you mind calling the switchboard again? |
| Leo Miller | I'm sorry not to be of more help. |
| Ms. Mandel | Oh, OK. It doesn't matter. |
| Ms. Mandel | I'll call back to the receptionist. Thank you, anyway. |
| Receptionist | Good afternoon. How can I help you? |
| Ms. Mandel | Good afternoon. This is Ms. Mandel again. |
| Ms. Mandel | I'm afraid you gave me the wrong extension just now. I want to speak to Henry Miller, not Leo Miller. |
| Receptionist | Oh, there are two Mr. Millers in our company. I'm very sorry I didn't notice that. |
| Receptionist | I'll put you through right now. Please wait a minute. |
| Ms. Mandel | OK. I'm holding. |
| Receptionist | Good afternoon. How can I help you? |
| Ms. Mandel | It's me again -- Ms. Mandel. |
| Ms. Mandel | I'm still having trouble getting through to Henry Miller. |
| Ms. Mandel | No one is answering his line. I really need to talk to Mr. Miller as soon as possible. |
| Ms. Mandel | We placed an order with you last week, but we have so far heard nothing about it. |
| Ms. Mandel | It's a rush order, and we need it urgently. Can you help? |
| Receptionist | Of course. I'll go and find him and ask him to ring you immediately. |
| Receptionist | There may be a problem with his line. |
| Ms. Mandel | OK, thank you so much. |
| Ms. Mandel | Hello, Mr. Miller, this is Ms. Mandel. |
| Ms. Mandel | Thank you for ringing back. |
| Ms. Mandel | You are hard to get hold of! |
| Henry Miller | Oh, I'm terribly sorry for the trouble. |
| Henry Miller | I was in a meeting and I left my cellphone in my office. |
| Ms. Mandel | Oh, OK. Mr. Miller, I'm calling you about... |

****Key:****

A C C C B C

****Unit 4  At a meeting****

****Teaching objectives****

After completing this lesson, students should be able to

Understand and use vocabulary related to meetings

Identify and understand basic aspects of planning a meeting

Effectively use communication skills to

Chair a meeting

Ask for and giving opinions

Agree the disagree with an idea

Make suggestion

****Business profile****

Sample board of directors meeting agenda

Name of agency  board meeting agenda

Month day year

Location

Planned starting time to ending time

Sample of minutes of a management meeting

Name of organization

Meeting mintues: month day year

Time and location

Present:

Proceeding

****Useful expression****

Interrupting

Giving opinion

Commenting on other opinions

Agreeing with other opinions

Disagreeing with other opinions

Clarifying

Requesting information

Asking for repetition

Asking for clarification

Asking for verification

Asking for contributions of other participants

Correcting information

Keeping the meeting on time

****Part I work in pairs****

****Part II****

****Key:****

List agenda minutes decision collect topic write arrange invite

Before a meeting 2 6 8 9

During a meeting 4 5 7

After a meeting 1 3

Purpose argue written agenda chairperson late waiting

Too much dealt with decision take notes discussion

T T F F T

Part III

Conversation 1 e

Conversation 2 c

Conversation 3 a

Conversation 4 b

Conversation 5 f

Conversation 6 h

****Unit 4 At a meeting****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| Gregory | Do you know why we are here? |
| Richard | No. I have no idea. He just popped in and told me there would be a meeting at 3. |
| Amy | I'm afraid it's about cuts. |
| Amy | I saw him this morning and he's not happy. |
| Larry | Bad news! I guess you've all seen last month's sales figure for the laptop X600. |
| Amy | No, actually I haven't. |
| Richard | Me, neither. |
| Larry | Oh, well, there's a twenty-one percent drop from July. |
| Gregory | Twenty-one percent? That's a disaster! |
| Amy | I suppose you're going to blame my sales team. |
| Larry | No, Amy. We are not going to blame anyone. |
| Larry | Not today. We need to decide what we are going to do about it. |
| Richard | Wait. Before we go on, can we have a look at these poor figures? |
| Larry | Sorry, I'm not sure if I have... Ah, yes, I've got a few copies here. |
| Larry | As you can see... |
| Amy | Larry, I want you to know that it's not my fault! |
| Amy | My people have been working really hard to promote sales. |
| Larry | Yes, yes, I know. But the fact is that the results are not good. |
| Richard | Maybe we can change... |
| Amy | You should trust your team! There are always ups and downs in sales! |
| Larry | Look, Amy. I do have confidence in my team! I have called this meeting to see what my team suggests we do! |
| Larry | So shall we get on with it? |
| Larry | I suppose we can start by finding out why we are having these poor results. |
| Larry | Gregory, would you please give us an analysis of these figures? |
| Gregory | Er... Sorry, I don't have anything prepared since I didn't know... |
| Larry | Oh, well... |

****Key:****Sharp august  should not  Gregory

****Part V****

****Key:****B B

****Part VI****

****Video 2****

|  |  |
| --- | --- |
| Larry | I'm sorry to have called this meeting at such short notice. |
| Larry | Did you all get a copy of the sales figures? |
| George/Richard/Amy | Yes. |
| Larry | Good. So you have seen from my memo the purpose of this meeting. |
| Larry | Firstly, we need to figure out the reason for the drop, and secondly, what we should do about it. |
| Larry | It might not be easy, but I want to finish the meeting by 3:00. |
| George | OK. |
| Richard/Amy | Uh-huh. |
| Larry | Now, Amy, what do you think? |
| Amy | Well, there's a lot more competition out there now. |
| Larry | That's true, but our prices are competitive. |
| Richard | In my opinion, the salespeople are not very motivated. |
| Richard | We need to do something to encourage them to get out there and sell. |
| Amy | I think they're working pretty hard already. |
| Larry | But it's not hard enough, Amy! They need something to give them a bit of a push. |
| Larry | What about the bonus system? How many salespeople get bonuses now? |
| Amy | Not many. |
| Larry | Really? Why not? |
| Amy | The sales quotas are pretty high. |
| Amy | You have to make $60,000 in sales. That's a lot. |
| Amy | Most people average about $45,000. |
| George | Per month? |
| Amy | Yes. |
| Richard | Well, maybe we should lower our quotas. |
| Larry | How's that going to motivate them, Richard? |
| Richard | If we lower the quotas, it will be easier for the salespeople to reach them. |
| Richard | So more people will get... |
| Amy | I don't see the point. How's that going to increase sales? |
| Larry | Let him finish. |
| Richard | Well, I think the quotas are just too high. The salespeople don't think they can reach them so they don't try. |
| Richard | But, if someone is making, say, $45,000, and if the target is $50,000, then they'll work just a little bit harder to reach $50,000. |
| George | I see what you mean. |
| George | And if they get a nice bonus at $50,000 then they'll work even harder the next month. |
| Larry | Yes. You've got a good point! Let's come up with a proposal for lower quotas. |

****Unit 5 Business Travel****

****Teaching objectives****

After completing this lesson, student should be able to;

---understand and use basic travel-related vocabulary

---understand procedures related to checking-in, clearing customs and checks at the airport

---effectively use communication skills to:

Enquire about flights

Reserve airplane ticket

Enquire about facilities and services in a hotel

Book a hotel room

Request services in a hotel

****Business profile****

Making enquiries about flights, luggage, and check-in times

Booking airline tickets

Checking in at the airport

Going through customs

Making a reservation in a hotel

Checking in at a hotel

Checking out

****Part I****

****Key:****a f g j e b c o d h

****part II****

****Key:****g a e b d f h I j l  n r q p o k c

in a taxi  at a hotel  on an airplane  at customs  in a booking office

reserve a room check for  rather full

ticket and passport boarding passport tags

room service plain black

declare subject to belongings

check out  comes to  receipt

****Part III****

****Key:****

seats c and d  row 12

two

20 kilos    gate 7   now

****Unit 5 Business Travel****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| Inspector | Good afternoon. May I see your passport, please? |
| George | Of course. Here you are. |
| Inspector | Thank you. What is the purpose of your visit -- business or pleasure? |
| George | Business. |
| Inspector | I see. How long will you be staying in our country? |
| George | About a week. |
| Inspector | Is this your first time in the country? |
| George | Yes. I've been invited by our business associates to attend a trade fair. |
| Inspector | Fine. Is this all your luggage? |
| George | Yes, that's all my luggage, one suitcase and one bag. |
| Inspector | Do you have anything to declare? |
| George | I guess not. I mean I'm not quite sure about it. |
| George | You see, this is my first time... |
| Inspector | I see. Well, would you mind opening your suitcase? |
| George | Oh, not at all. |
| Inspector | Thanks. |
| Inspector | What's inside the bag? |
| George | That's my laptop computer. Do I have to pay duty on it? |
| Inspector | No, it's duty-free. |
| George | By the way, I'm carrying four packs of cigarettes for my own use. Are they dutiable? |
| Inspector | No, goods for personal use rather than commercial use are not subject to duty. |
| Inspector | And they are within the limit. |
| George | Good. And thanks for the information. |
| Inspector | All right. Here's your passport. |
| George | Is that all the customs formalities? |
| Inspector | Yes. You're through now. Have a pleasant stay. |
| George | Thanks a lot. |

****Key:**** F T F F F F T T

****Part V****

****Key:****

From January 15th to 18th

No there isn’t

By credit card

He is booking a small conference room

He is asking for a wake-up call for tomorrow morning

Approximately 8 hours

The price for a single room with garden view is us 150, and that for a similar room with rear view 125

****Part VI****

****Video 2****

|  |  |
| --- | --- |
| Receptionist 1 | Good morning, Reservations. Can I help you? |
| Mary | Good morning. This is Mary Woods calling from Canada. I'd like to book a room, please. |
| Receptionist 1 | When would you like to stay? |
| Mary | Oh, I'm sorry. I should have said, I want to make a reservation for my boss. |
| Mary | He will be in London on the 23rd of this month. |
| Receptionist 1 | Hang on. Let me check whether there are any vacancies. |
| Mary | Thank you. |
| Receptionist 1 | I'm sorry, miss. We're fully booked till the end of the month due to the trade fair. |
| Receptionist 1 | I'm very sorry we can't help you on this occasion. Thank you for calling. |
| Receptionist 2 | Advance Reservations. How can I help you? |
| Mary | Hello, I'd like to reserve a room for my boss. |
| Mary | I wonder if you still have any rooms available. |
| Receptionist 2 | When does your boss plan to stay here? |
| Mary | From the 23rd to the 25th of this month. |
| Receptionist 2 | Wait a minute. Let me see. |
| Mary | OK. |
| Receptionist 2 | Yes, we still have some rooms available. |
| Receptionist 2 | What kind of room would your boss like, miss? |
| Mary | A single room with a private bath overlooking the park, preferably. |
| Receptionist 2 | I'm sorry, miss. All the single rooms overlooking the park have been booked up. |
| Receptionist 2 | How about a room with a side view? It overlooks a quiet street. |
| Mary | That would be fine. What's the rate per night? |
| Receptionist 2 | $150 a night. |
| Mary | What services come with that? |
| Receptionist 2 | That includes breakfast and there is a colour television, an IDD telephone and a computer with Internet access. |
| Mary | That sounds fine. |
| Mary | By the way, is there an air conditioner in the room? |
| Mary | It's hot these days, and my boss kind of hates being too hot. |
| Receptionist 2 | Oh, yes. Every room has air conditioning. |
| Receptionist 2 | Don't worry, miss. |
| Mary | Thank you. I wonder, do you offer other services like laundry, food, etc.? My boss may need them. |
| Receptionist 2 | Certainly. We provide room service, wake-up call, laundry, dry-cleaning, translation, ticket purchase, etc. |
| Receptionist 2 | and we have two restaurants and a bar that are open until midnight. |
| Mary | I think he'll be glad to hear that. OK, thank you. I'll take it for him. |
| Receptionist 2 | Very good. What's his name, please? |
| Mary | Smith, John Smith -- J-O-H-N, S-M-I-T-H. |
| Receptionist 2 | Thank you. Can you give me a contact number, please? |
| Mary | 892-2239. |
| Receptionist 2 | All right. So... a single room with a side view, for Mr. John Smith, from the 23rd to the 25th, two nights in total. |
| Mary | That's right. |
| Receptionist 2 | Thank you very much. We look forward to seeing Mr. Smith on the 23rd. |
| Mary | Good. That's all settled then. Thank you, good-bye. |
| Receptionist 2 | Goodbye. |

****Unit 6 Company Presentations****

****Teaching objectives****

After completing this lesson, students should be able to

Understand and use basic vocabulary for introductions and presentations

Identify the structure of a company presentation

Effectively use communication skills to

Talk about a company profile

Answer general questions about a company

Give a brief self-introduction

Give a short business presentation

****Business profile****

Organization of the information

Delivery of the information

Use of language

Audience

Participation

Types of company

Company corporation

Firm

Enterprise

Township enterprise

State-own enterprise

Privately-owned enterprise

Wholly owned foreign enterprise

Foreign capital enterprise

Sino-foreign joint venture

Multinational corporation

Group corporation

Limited corporation

Parent company

Subsidiary   affiliate company

Partnership

Share holding company

Listed quoted company

Cooperation

Industrial corporation

Consulting corporation

****Part I Warm-up****

****Part II****

****Key:****

Products leading global first connecting London  car

Address audience PR department information china  2 5 minutes

Largest first  china 1977 california

42000 11 billion  1989

****Part III****

****Key:****

Internal presentation   A D F G I L

External presentation   B C E H J K

****Unit 6 Company Presentations****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| Geoff Bolton | Hello, and welcome to Standard Electronics. |
| Geoff Bolton | I'm Geoff Bolton, the Factory Manager in charge of the plant you'll be seeing today. |
| Geoff Bolton | I know you have come a long way today, so we aim to make your tour both interesting and worthwhile. |
| Geoff Bolton | Before we start the tour, I'd like to give you a brief presentation about the company. |
| Geoff Bolton | It will last about 15 minutes and I'll be using the flip chart. |
| Geoff Bolton | Since there's quite a lot to cover, I'd be grateful if you'd hold any questions until the end of my talk. |
| Geoff Bolton | As you can see, I've divided up my presentation into three main parts. |
| Geoff Bolton | First of all, we'll run briefly through the history of the company. |
| Geoff Bolton | Secondly, I'll tell you something about our main markets -- this is important in understanding the production process. |
| Geoff Bolton | And finally, I'll come to the people -- our most important asset. |
| Geoff Bolton | OK! Let's start with the history. |
| Geoff Bolton | Standard Electronics started out as a private limited company when it was first established in 1985. |

****Key:****A c d e f g

****Part V****

****Key:****C

Open

****Part VI****

****Video 2****

|  |  |
| --- | --- |
| Joan Cooper | I'm sorry. I'm a bit late... |
| Joan Cooper | um... I'm not exactly sure how to start this... |
| Joan Cooper | um... I suppose I should start by telling you something about the brewery... |
| Joan Cooper | It's old of course, very old, and... it was founded in 17... 1778. Yes, I think that's right. |
| Joan Cooper | So it's a very old brewery and... um... we use traditional production methods and our products are very, very old... um... very traditional. |
| Joan Cooper | Um... oh, we also do European type beer and, well, sales have increased a lot over the last year. |
| Joan Cooper | Of course, we were a family firm. Well, in fact, we still are a family firm. |
| Joan Cooper | As you know the present owner is Ralph Barrald... |
| Joan Cooper | um... we continue to run as a family firm and this is important to the corporate image. |
| Joan Cooper | Well, in fact, this is why we're here today to discuss the corporate image and decide if we... well, if it needs to change. |
| Joan Cooper | We also have horses... You may have seen them delivering the beer to the local pubs? Yes? |
| Joan Cooper | Yes, yes... um... production has actually dropped a little over the last few years, |
| Joan Cooper | although profits have actually gone up and that's something we need to discuss... |
| Joan Cooper | I mean, can we continue as a small, independent brewery? |
| Joan Cooper | Anyway, that's about it. So... um... that's the main question today. |
| Joan Cooper | So I don't know whether that helps at all, but it's all I can think of really, so I, I'll leave... I'll leave... |
| Joan Cooper | I think that's that, so I'll leave it there, OK? Right? |

****Unit 7 Product Presentations****

****Teaching objectives****

After completing this lesson, students should be able to

Understand and use basic vocabulary to describe products and make presentations

Identify the structure of a product presentations

Effectively use communication skills to

Describe a product

Compare the features of products

Ask for information about products

Make a short presentation

****Business profile****

Creating a product objective

Different depending upon the target audience and the presentation should be adjusted accordingly.

An important part of selling a product to prospective customers.

Points to consider

Objective

Target audience

Target presenter

Outline

Introduction

Positioning

Product description

Examples success

Closing argument

When you are the presenter

Practice your presentation

Other helpful hints

Use gestures

Use an expressive voice

Always stands

Use highlights or color or charts

Use controversy

Use metaphors to help with visualization

**Language expansion**

Giving general information about a product

Describing the quality and performance

Describing the style

Describing the craftsmanship and workmanship

****Part I  Warm-up****

****Part II  listening practice****

****Key:****

Megabyte  ounce  pound kilogram   inch

Centimeter  hour  year  month foot

Lower  better  more good  longer  shorter

****Part III****

****Key:****

B414  small black  design  easy  12 48 5

****Unit 7 Product Presentations****

****Part IV****

****Video 1****

|  |  |
| --- | --- |
| David Brown | Good morning. |
| Helen White | Good morning. Have you got the Canon iR2270 photocopier? |
| David Brown | Yes, madam. It's right here. |
| Helen White | Great! How much is it? |
| David Brown | Let me see... iR2270, hmm, $2450. |
| Helen White | Woo, it's not cheap! |
| David Brown | Yes, the price is a bit high, but it makes the best copies in the shortest time. |
| David Brown | It has been the best seller for 3 months. |
| Helen White | I know it's good. We have one in our office. But I'm afraid my boss won't like the price. |
| Helen White | Can you give discounts for bulk? We want to buy 4 of them. |
| David Brown | In that case, we can cut the price to $2330. |
| Helen White | $2330... That's about a 5% discount. Right? |
| David Brown | Yes, that's the lowest price we can offer. |
| Helen White | OK. How long is the warranty? One year? |
| David Brown | Three years from the date of purchase. |
| Helen White | Good. How about its after-sales service? |
| Helen White | You know, photocopiers have jamming problems all the time. It's a real nuisance! |
| David Brown | I can assure you that you won't have much problems with this model. |
| David Brown | Besides, we offer free on-site service for the length of the warranty. |
| David Brown | And then $150 a year after that. |
| David Brown | If there's something wrong with the machine, just contact us. We'll send a technician over as soon as possible. |
| Helen White | Good. And what about the guarantees? |
| David Brown | Well, there's a 7-day money-back guarantee if you're not satisfied with the machine. |
| David Brown | Or if you have any problems, just bring it in and you can have a refund. |
| Helen White | Fine. Oh, one more thing. How soon can you deliver them to our office? |
| David Brown | Well, I'm afraid there's a slight delay on orders at the moment. |
| David Brown | We could send them to you at the end of the month. |
| Helen White | You mean we have to wait for 3 weeks! |
| David Brown | I'm afraid so. |
| Helen White | That will be too late! We need them next week. |
| David Brown | Er, how about this one, iR2010? We have plenty of this in stock. |
| David Brown | If you place the order now, you can have them by tomorrow at noon. |
| Helen White | I don't know. How does it compare with iR2270? |
| David Brown | They are a similar size and have similar functions. |
| David Brown | The only difference is iR2270 can print 22 copies a minute, while iR2010 prints 2 copies less. |
| Helen White | That doesn't matter. How much is this one? |
| David Brown | $2200 each, if you buy 4. |
| Helen White | $2200. That's... |
| David Brown | That's $130 less than the iR2270. |
| Helen White | Sounds not bad. I think we could have these. |
| David Brown | Do you want to place the order now? |
| Helen White | Yes. But can you first show me how it works? |
| David Brown | Sure. You see these buttons here? |

****Part V****

****Key: C  B  C****

****Part VI****

****Video 2****

|  |
| --- |
| Hello! Am I late? |
| No, it's 5 to 9. |
| Good! Have you seen the brochure on the desk? |
| Yes! |
| Thank you all for making it here. I know you are busy at this time of the year. |
| Can I take this opportunity to wish you all a merry Christmas! |
| Merry Christmas! Merry Christmas! |
| So, everybody's here! Good, then I'll get started. |
| I've invited you here today to present to you the latest model of our smart phone -- |
| I would like to briefly run through the 3 Ps for the new model -- The Product, The Place and The Price. |
| Please stop me whenever you've got a question. |
| To start with, I'll focus on the features of this new model. Please look at the screen. |
| This is the picture of Fora 1300 and its functions. |
| You see, it's small enough to fit right in the palm of your hand. |
| It measures 11.2 X 6.0 X 2.2 cm, including the 2 cm antenna, |
| just slightly larger than a mobile phone and yet it incorporates a small, yet functional physical keypad. |
| Isn't it too tiny to use? |
| Well, you can try it when we finish. You'll find it surprisingly easy to use. |
| The screen is 4.5 cm X 4.5 cm. |
| This phone makes both a great PDA and a cellphone. |
| You can make phone calls and store up to 1,000 contact names. |
| And you can also browse on the Web. |
| It's reliable for light duty. |
| It allows you to perform certain tasks that you would normally need a computer for. |
| For example, when you are in a meeting and someone needs a figure that you know you have received in an e-mail, |
| you can download the e-mail and view the spreadsheet and give the figure. |
| Then you may find yourself rather grateful that your smart phone is more than a cellphone and a PDA. |
| Of course, it has all the normal features such as a clock, alarm, reminders, stopwatch, calculator, games, tone composers, etc. |
| Plus a built-in camera and speakerphone. |
| In a word, it has just about everything you can think of and it does more than you expect! |
| OK. Now, let me move on to the next point -- The Place. |
| I mean, how we are going to distribute the product and where. |
| The launch date for the Fora 1300 will be January 1st, next year so that it will definitely be in the shops in time for the present-buying season at Spring Festival. |
| It will be in stock in all retail outlets throughout the country by then. |
| We will also be making the phone available by mail order and online, with a guaranteed 6 days delivery. |
| Pricing comes along with the product going on the market. |
| At present, the new model will retail at $499. |
| That should be quite a reasonable price considering the quality and the advanced features. |
| Right, I'll stop there. I hope you've got a clearer picture of the Fora 1300. |
| And I hope you will be 100% behind this model. |
| Sure, but how does this model compare to our biggest competitor, SAMSUNG i700? |
| Good question, Philip. Well, it's smaller in size, and the screen is brighter. |
| The battery lasts longer, and most important of all, it's more user-friendly. |
| Is it competitively priced? |
| It's set at the same price as SAMSUNG i700. |
| It's still a bit more expensive than some products of its kind. |
| It's difficult to get people to pay $500 for a phone. |
| That's true! I know a high price can stop people from considering our product, but we're offering discounts and free Spring Festival gifts. |
| That's good. The competition gets tougher every year. |

Unit 8  receiving visitors

Teaching objectives

After completing this lesson, students should be able to

Understand the procedures when receiving business visitors

Effectively use communication skills to

Receive business visitors who have an appointment

Receive business visitors who do not have an appointment

Meet visitors at the airport

Participate in small talk about travel ,weather or accommodation

Business profile

Receptionist

The work

Most organizations employ receptionists. For example hotels, factories, hospitals, school. Etc.

Skills and interests

Be outgoing and confident

Have a smart appearance

Have good communication skills

Be able to stay calm under the pressure

Be courteous, but firm

Be efficient and well organized

Be able to work on your own

Have basic computer skills

Be able to use office equipment

Be interested in the work of the organization

Language expansion

Receiving visitors at the office

Asking for names identification of the visitors

Asking the purpose of the visit

Asking the visitor to wait

Asking the visitor for information

Giving the visitor information

Apologizing for having kept the visitor waiting

Expressing regret then someone is not present

Meeting guests at the airport

Taking guests to their hotel

Small talk topic

Seeing off

Teaching plan

Part 1 open

Part 2

C f a I b  h  d e j  g

A BCE   BD   AC   CD  BD

F F F  T  F T

Part 3

Make an appointment   in the middle of

By name    in touch with

Make suggestions  out of the question

E G A C L D H

K J B M I/N F  N/I

Part 4

F T F T  T T

Part 5

F F F F F

F T F T F

Homework

Unit 9   business dinner

Teaching objectives

After completing this lesson, students should be able to

Understand and use basic dinner-related vocabulary

Effectively use some communication skills to

Invite business associates to dinner

Order western food

Order Chinese food

Comment on food

Propose a toast during a dinner

Business profile

Basic table manners

Manners in every country are different. What is polite in China may not be polite in the United States. These basic rules will help you enjoy western food with your American friends.

Always put the napkin on your lap first. Before you leave the table, fold your napkin and put it beside your plate.

As the meal is served, use the silverware farthest from the plate first. When eating something in a bowl, do not leave the spoon in the bowl. Put it on the plate beneath the bowl. Soup, as well as all American food is eaten quietly. Do not slurp the soup. The soup spoon is used by moving the spoon away from you. Do not over fill the spoon. The bowl may be tipped slightly away from you to allow the last bit of soup to be collected on the spoon. Do not pick the bowl up to hold it closer to your mouth. When you have finished your meal, place your knife and fork side by side on the plate. This signals that you have finished eating.

Wait until everyone has been served to begin eating. Everyone begins to eat at the same time. The host or hostess may invite you to start eating before everyone is served. Some foods may be cold if you are required to wait until everyone is served. If invited to begin before others are served, wait until three or four people have been served before starting to eat.

While eating, remember not to talk with your mouth full of food.

During the meal, the host or hostess will offer you a second helping of food. Sometimes they will ask you to help yourself. When they offer you food, give a direct answer. If you refuse the first time, they might not ask you again.

At the table, ask others to pass you dishes that are out of your reach. Good phrases to know are: “Please pass the \_\_\_\_” or “Could you hand me the \_\_\_\_, please?” If asked to pass the salt to someone, you should pass both the salt and pepper which are placed on the table together. Hand the salt and pepper to the person seated next to you. Do not reach over the person next to you to pass anything to others.

Sit up straight at the table. Bring the food up to your mouth. Do not lean down to your plate.

Cut large pieces of meat, potatoes and vegetables into bite size pieces. Eat the pieces one at a time.

When eating spaghetti, wind the noodles up on your fork. You may use your spoon to assist in winding the noodle on your fork. The spaghetti on your fork should be eaten in one bite. It is very impolite to eat half your noodles and allow the other half to fall back on your plate.

Some foods may be eaten with your fingers. If you are not sure if it is proper to eat something by picking it up with your fingers watch what others do before doing so yourself. Examples of foods which can be eaten with your fingers include: bacon which has been cooked until it is very crisp; bread should be broken rather than cut with a knife; cookies; sandwiches; and small fruits and berries on the stem. Most fast foods are intended to be eaten with your fingers.

Do not lean on your arm or elbow while eating. You may rest your hand and wrist on the edge of the table.

In America, people do not use toothpicks at the table.

Some of the rules mentioned here may be somewhat relaxed in informal settings.

The best way to learn good manners is to watch others. Observe the way your western friends eat. This is the best way to avoid making mistakes when you are unsure of what to do

Language expansion

Making an invitation

Proposing a toast

Setting the bill

Reserving or finding a table for dinner

Explaining the menu

Recommending food and drink

Taking orders

Commenting on dishes

Dinner talks

Teaching plan

Part 1

White radish  celery   garlic   potato  cabbage  capsicum

Tomato  cauliflower  broccoli

Part 2

B e f a d c

Part 3

B d h e a c g f

Part 4

T f f t f

T f f f f    homework

Unit 10  company performance

Teaching objectives

After completing this lesson , students should be able to

Understanding and use basic vocabulary to describe company results and graphs

Identify the speed and degree of changes in business graphs

Effectively use communication skills to

Describe company performance

Describe graphs and trends

Business profile

want to know about company performance

annual report

description

format of annual reports

chairman statement

balance sheets

what is a balance sheet used for

An Annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry. Companies listed on a stock exchange are also required to report at more frequent intervals (depending upon the rules of the stock exchange involved).

Typically annual reports will include:

Chairman's report

CEO's report

Auditor's report on corporate governance

Mission statement

Corporate governance statement of compliance

Statement of directors' responsibilities

Invitation to the company's AGM

as well as financial statements including:

Auditor's report on the financial statements

Balance sheet

Statement of retained earnings

Income statement

Cash flow statement

Notes to the financial statements

Accounting policies

Other information deemed relevant to stakeholders may be included, such as a report on operations for manufacturing firms or corporate social responsibility reports for companies with environmentally- or socially-sensitive operations. In the case of larger companies, it is usually a sleek, colorful, high gloss publication.

Teaching plan

Part 1

Bar chart  line graph  pie chart  area chart

Part 2

C a e d b

B

Part 3

second  more than 37%  price

more  increased  48 million

part 4

c d a f b e

homework

+添加讨论