

《高级商务听说》教学大纲

课程编号：ENG301

课程类别：专业基础课或公共基础课

授课对象：本科二年级或三年级学生

学 分：2 学分

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指定教材：江春主编，窦卫霖、杨伶俐、王燕希、熊莉萍参编，《高级商务英语听说》，对外经济贸易大学出版社 2006 年出版。

考 核：将平时考核、期中考试和期末考试结合起来进行综合考核。各项考核所占比例分布如下：平时考核，占 20%，平时考核主要通过出勤、发言和参与讨论的情况进行评判；期中考试，占 30%，采取小组英语口语或话题展示进行；期末考试，占 50%，采用闭卷听力考试形式进行。

教学目的：《高级商务英语听说》课是一门将英语听说技能与商务知识相结合的商务英语选修课程。授课对象为二、三年级本科学生。课程在多媒体教室进行，授课语言为英语。教学目的是提升学生在综合商务环境下应用语言的能力即商务表达能力。教学流程和方法为：收听和观看与本课题目相关的新闻、报道、采访和专题报道；随堂做各种类型的听力测试题；通过阅读和讨论某商务话题，熟悉并掌握商务英语专业词汇；通过参与课堂的讨论、展示、对话等活动学习用英语表达自己。教学模式是任务与策略相结合，通过听和说与经贸金融知识和其它商业相关的内容，让学生在教师的指导下进行商务语言情景下的听说语言操练，使听说语言能力和商贸专业知识有机地结合起来。

教学方式：课下听力、课堂听力与课堂口语练习相结合。

答疑时间：每个月安排一次答疑，具体时间授课教师和学生商定。

教材：Textbook

江春等，2006 年 8 月，*高级商务英语听说, Advanced Business English --- Listening and Speaking Course*，对外经济贸易出版社

第一课 全球化趋势

【教学目的和要求】

Teaching Objectives:

1. In this unit students will learn words and expressions related to globalization trend and WTO..
2. Students will be able to argue either in favor of or against globalization or WTO.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

WTO Agrees to a New Round of Trade Talks

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Who Benefits from Globalization

Exercise 1, 2

Part C The Poor Like Globalization

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Notice expressions related to globalization and how people perceive it.

Globalization: economic integration, anti-globalization, market access, improved investment climate

People's perception:

Pros:

Globalization indeed helps reduce poverty and inequality;

Significant decrease in the number of the world's extreme poor since 1980;

Views of globalization are distinctly more positive in low-income countries than in rich ones;

Developing country people blamed their local governments, not globalization, for their country's ills.

Cons:

Globalization has been received with great distrust;

Anti-globalization activists argue that global economic integration favors the already

wealthy while hurting the poor from developing nations;

II. Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. indeed-- globalization indeed helps reduce poverty and inequality.
2. favors-- Global economic integration favors the already wealthy while hurting the poor from developing nations.
3. more positive...than--views of globalization are distinctly more positive in low-income countries than in rich ones.
4. compared to--in Sub-Saharan Africa 75% of households thought that multinational corporations had a positive influence on their country, compared to only 54% in rich countries.
5. Of the--Of the 38,000 people in 44 nations surveyed, those in the developing world generally blamed their local governments, not globalization, for their country's ills.
6. no ground for-- There is, however, no ground for complacency.
7. take...attitude--He hoped all WTO members would take a "flexible" and "pragmatic" attitude in talks.
8. consultations on-- It seems the trade ministers have had serious consultations on the DDA (Doha Development Agenda) issues.
9. named after-- The Doha Development Agenda refers to the WTO talks named after the Qatari capital of Doha.
10. make compromises and concessions-- So we have to be flexible and pragmatic, and give necessary consideration to the concerns of other parties, including making compromises and concessions when the situation so warrants."

III. Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. worldwide poll-- A recent worldwide poll may have come as a shock to some people.
2. what was striking-- But what was striking in the survey is that views of globalization are distinctly more positive in low-income countries than in rich ones.
3. respectively-- The figures for "very good" stood at 56% and 64%, respectively.
4. far more likely-- Sub-Saharan Africa (56%) were far more likely to find integration "very good."
5. have bad effect on-- a significant minority (27% of households) in rich countries thought that "globalization has a bad effect on my country.
6. nearly as positive-- Views of the effects of the WTO, World Bank, and IMF on their country were nearly as positive in Africa (72%).
7. respondents-- only 28% of respondents in Africa thought that anti-globalization protestors had a positive effect on their country.

第二课 国际贸易热点问题

【教学目的和要求】

Teaching Objectives:

1. In this unit students will learn words and expressions related to international trade..
2. Students will be able to talk about the hot issues related to international trade such as trade relations, trade deficit, trade barriers, and trade disputes.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

What is International Trade?

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Central Bank Governor on RMB Exchange Rate

Exercise 1, 2

Part C U.S.-China Trade Deficit Travels Down Two-way Highway

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to be subject to -- China has been subject to increasing foreign anti-dumping, anti-subsidy, protection measures and special safeguard investigations since its entry into the World Trade Organization.
2. consecutive -- China has suffered the most in anti-dumping investigation in the world for nine consecutive years.
3. to launch -- Starting from 1979 to the end of September 2004, 34 countries and regions launched altogether 665 disputes of anti-dumping, anti-subsidy protection measures and special safeguard investigations against Chinese products
4. to suffer a loss -- Because of this China suffered a tremendous economic loss valued at US\$19.1 billion in terms of foreign trade.
5. to resolve a dispute -- A second round of negotiations between China and the

United States aimed at resolving a dispute over textile trade broke down Thursday.

6. to consult with -- We will be consulting with the Chinese over the next few days on the date and location of the next round.
7. to surge -- U.S. manufacturers say Chinese clothing imports, which have surged after a worldwide quota system expired on Jan. 1, are costing them profits and jobs.
8. to be sensitive -- The dispute is especially sensitive amid rising American frustration at the country's soaring trade deficit with China, which reached a record \$162 billion last year.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to come into existence -- China's current unified, managed floating exchange rate regime based on market supply and demand of foreign exchange came into existence in 1994.
2. to appreciate -- Between 1994 and 1997, the exchange rate of the RMB against the US dollar appreciated from 8.7 1, reflecting the feature of a managed float regime.
3. floating band -- At the end of 1997, at the request of neighboring economies and international institutions, China substantially narrowed the floating band of the RMB exchange rate to help reduce the shock of the Asian financial crisis and dispel the fear of RMB devaluation.
4. to pursue -- The Chinese government does not pursue trade surplus, but rather aims at a rough overall balance in the current account.
5. to be compatible with -- Since China recorded limited foreign reserves in the 1990s, it was necessary to expand them to be compatible with the level of import and external debts.
6. to entail -- It was not until the end of 2001 that China was accepted as a member of WTO, which entailed a series of trade reforms.
7. to turn out -- It turned out that while China's import in 2002 recorded a rapid expansion, export also surged, resulting in a trade surplus of 30.4 billion US dollars.
8. to relax restrictions -- In the five years following the accession to WTO, China will continue to cut tariff and relax quantitative import restrictions.
9. to surpass -- Since the beginning of this year, the growth of China's imports has accelerated, surpassing that of exports.

10. to call for -- International trade theories and WTO spirit call for multilateral-trade balance rather than bilateral trade balance.
11. given -- Given the two countries' existing economic and trade structure, the United States would continue to have big trade deficit with China.
12. to be attributable to -- The US trade deficit may be attributable to structural imbalances and fiscal deficits in the United States rather than the RMB exchange rate.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to edge -- When China finally allowed its currency to edge higher against the dollar last week, many U.S. manufacturers and policymakers countered that the increase was too small to dent the soaring U.S. trade deficit with China.
2. to scrap -- With protectionist sentiment mounting on Capitol Hill in recent months, Beijing scrapped a decade-old policy of pegging the renminbi, or yuan, to the dollar.
3. to slap -- Why not retaliate by slapping duties on Chinese imports, as Congress has threatened to do?
4. to fuel -- China's economic boom is fueled by the huge U.S. appetite for low-cost Chinese appliances, furniture, textiles -- and components for the auto and other U.S. industries.
5. leverage -- Washington has a lot of leverage over Beijing.
6. access to -- China needs access to the U.S. market to create jobs and preserve stability -- the No. 1 priority in China.

第三课 解读经济

【教学目的和要求】

Teaching Objectives

1. Students will learn word and expressions related to various economic indication.
2. Students will be able to use economic indicators to talk about economic situations.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Greenspan's Record: An Activist Unafraid to Depart from the Rules

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B How to Be Exuberant and Rational

Exercise 1, 2

Part C Traffic Lights on the Blink

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. dilemma-- Could the Bank of England face a similar policy dilemma to that of the European Central Bank.
 2. stick-- Confronted by sticky consumer price inflation, the ECB has felt unable to cut interest rate for more than two years.
 3. threshold-- While welcoming the amendment in principle, many members of the Standing Committee of the 10th National People's Congress, China's top legislature called for the threshold to be raised even higher to benefit more low earners.
 4. levy-- A proposed amendment raising the threshold at which personal income is levied has met with a mixed response from national legislators in China.
 5. water down-- A group of small EU countries are seeking to water down some of the key proposals in G8 debt relief deal agreed last week by G8 leaders at Gleneangles, leaked documents have revealed.
 6. spike-- Crude oil prices hit a record 68 dollars a barrel after the US reported a

decline in petrol stocks and China said its crude imports spiked in July, as strong demand on the mainland shows no signs of easing.

7. hit-- On an inflation-adjusted basis, oil prices would need to hit about 90 dollars a barrel to match the highs of 25 years ago.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to edge -- When China finally allowed its currency to edge higher against the dollar last week, many U.S. manufacturers and policymakers countered that the increase was too small to dent the soaring U.S. trade deficit with China.
2. to scrap -- With protectionist sentiment mounting on Capitol Hill in recent months, Beijing scrapped a decade-old policy of pegging the renminbi, or yuan, to the dollar.
3. to slap -- Why not retaliate by slapping duties on Chinese imports, as Congress has threatened to do?
4. to fuel -- China's economic boom is fueled by the huge U.S. appetite for low-cost Chinese appliances, furniture, textiles -- and components for the auto and other U.S. industries.
5. leverage -- Washington has a lot of leverage over Beijing.
6. access to -- China needs access to the U.S. market to create jobs and preserve stability -- the No. 1 priority in China.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. irrational exuberance -- In December 1996, when Alan Greenspan made his famous comment on the possibility of “irrational exuberance” in stock prices, the Dow Jones industrial average stood at 6,400.
2. burst a bubble -- The Fed should not try to burst a bubble by raising interest rate when the outlook does not demand it.
3. unsustainable surge -- Mr. Greenspan’s view is based partly on the difficulty, for central bankers, of spotting the difference between an unsustainable surge in prices based on speculation and a sustainable one based on fundamentals.
4. core mandate -- If a market shift threatens the core mandate, its job is to deal with the consequences.
5. “mopping up” strategy -- Alan Blinder, the Princeton professor who is giving a paper on the Greenspan era at this week’s Jackson Hole symposium, calls this *the Fed’s “mopping up” strategy*.
6. substantial economic contraction -- It is far from obvious that bubbles, even if identified early, can be pre-empted at lower cost than a substantial economic contraction and possible financial destabilization – the very outcomes we are seeking to avoid.
7. froth -- Part of the next Fed chairman’s inheritance will be a housing market that Mr. Greenspan has said is showing signs of “froth” in a number of cities.
8. sanguine -- Henry Kaufman, the Wall Street economist, believes the FOMC is too sanguine.

9. consumption binge -- The Fed's assurances that it will raise rates at a "measured" pace have contributed to a household debt-financed consumption binge and to speculative activity by investors.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. record surpluses -- America's current-account deficit is forecast to widen to over \$800 billion this year, while Germany, Japan and China look set to run record surpluses.
2. underlying structural factors -- Many economists try to explain these trends in terms of underlying structural factors, such as differences in demographic trends or productivity growth.
3. demographic trends -- Many economists try to explain these trends in terms of underlying structural factors, such as differences in demographic trends or productivity growth.
4. dearer -- Dearer money then helps to dampen domestic spending and thus trim the external deficit.
5. dampen -- Dearer money then helps to dampen domestic spending and thus trim the external deficit.
6. trim -- Dearer money then helps to dampen domestic spending and thus trim the external deficit.
7. cooling -- Real bond yields rose, cooling domestic demand.
8. jam -- This time, however, the adjustment mechanism has jammed.
9. equilibrating force -- Patrick Artus, chief economist at IXIS, a French investment bank, points to the disappearance of another equilibrating force that would normally help to correct financial imbalances.
10. curb -- In the past, a rapid rise in consumer borrowing and spending would cause a central bank to push up interest rates to curb inflation.
11. anchor -- Inflationary expectations are well anchored thanks to the credibility of central banks.
12. service -- As a result, central banks have been able to hold interest rates below the growth in nominal GDP (the income from which debts must be serviced) for a prolonged period.
13. broken circuit -- A third broken circuit is that between interest rates and growth
14. sluggish -- Sluggish economies with low inflation require lower real interest rates than economic sprinters
15. sprinters -- Sluggish economies with low inflation require lower real interest rates than economic sprinters.
16. arguably -- Yields are arguably too low for America, but too high for Germany and Japan, causing the growth gap to persist.

第四课 消费者行为

【教学目的和要求】

Teaching Objectives:

1. Students should learn vocabulary and basic concepts related to marketing and consumer behavior.
2. Students will be able to talk about different consumer behavior and marketing practices.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

What is Consumer Behavior?

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Diversified Americans

Exercise 1, 2

Part C Lifestyle Change – Fitness and Health

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. to contract--He has contracted the habit of talking to himself.
 2. acute--an acute disease, an acute hospital
 3. There is a shortage of acute beds in the hospitals because of the unexpected outbreak of SARS.
 4. to take sth. for granted -- I take it for granted that we should build new roads.
 5. trivial -- He sometimes puts the trivial above the important.
 6. to mislead sb. Into...-- Her friendly attitude misled us into thinking that we could trust her.
- II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to differ—Liners differ from other ships in having a large super structure.
2. to vary—The demand varies with the seasons.
3. to range—The paper deals with the nation's problems, ranging from runaway inflation to a lowering literacy levels.
4. to shift—When the wind shifted from south to north it began to get cold.
5. ebb and flow—A strange and violent joy kept ebbing and flowing through her. There was the ebb and flow of the struggles between the hardliners (强硬派) and the moderates (温和派).

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to manifest-- The contradiction manifested itself in the employment situation.
2. preoccupation-- Among young people, the overwhelming preoccupation is to find a job. Environmental protection is clearly our main preoccupation.
3. an out growth of -- Inflation is an out growth of war.
4. to cater to -- He runs a clothing store catering to the teenagers. We will try to cater to your every desire.
5. to abstain from --He was kidnapped after refusing to abstain from politics

第五课 品牌资产和全球品牌

【教学目的和要求】

Teaching Objectives:

1. Students will learn words and expressions related to branding.
2. Students will be able to talk about the historical development and the current situation of global brands.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Brand Equity

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Branding Help from Robert Nelson

Exercise 1, 2

Part C Creating a China Brand

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. mine the potential of--Possibly no brand has done a better job of mining the potential of new brand-building principles than Samsung.
 2. a handful of-- Samsung was a maker of lower-end consumer electronics under a handful of brand names.
 3. acknowledge-- VW acknowledges its brand value slippage.
 4. outspend-- Sony, for example, far outspends Samsung on traditional advertising in the U.S. on electronics products.
 5. shout about-- Many young brands that scored big gains in value, like Google, Yahoo! and eBay, depend on their own interactive Web sites to shout about their brands.
 6. file suit against-- Basketball sensation Yao Ming has filed suit against soft drink giant Coca-Cola.

7. recall-- He is demanding the company recall all products carrying his picture, to publicly admit their illegal act and publish a full apology through the media
8. in compensation for-- The star is also asking for ten cents in compensation for emotional stress.
9. come after-- The rift comes after top athletes recently signed a publicity deal with Coca-Cola rivals Pepsi in early May.
10. get permission of-- From its global operating practices, Coca-Cola should know that they could only use the image if they get the permission of every team member.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. optimize-- a brand optimization consulting firm helps companies optimize their brand for revenue and brand equity improvement.
2. apply to-- Branding rules apply to any business, whether they are solely online or an online distribution channel for a bricks and mortar business.
3. be integrated into-- you must ensure that your promise supports your long-term business strategy, is fully integrated into company operations.
4. differentiate...from-- determining what promise you will make to customers that differentiates you from competitors, is salient, and is built upon key company assets.
5. be put in place-- metrics and measures are put in place to ensure that you deliver on your brand promise every hour of every day.
6. generate-- loyal customers will stay with you and provide not only a stream of reliable revenue but also serve as your brand endorsers that help generate new business.
7. per se-- Branding is not about advertising, per se.
8. one of many tactics to-- Advertising is a very excellent, quick way to build brand awareness and recognition, but it is just one of many tactics to positively touch and engage customers..
9. in the long run-- Advice for a merchant who has an affiliate that is a top-performer, yet is worried that the affiliate is hurting their brand in the long run.
10. be trust mark for-- Your brand is your trust mark for customers.
11. be developed for-- Brand implementation guidelines should be developed for use with affiliates and other third party channels of distribution.
12. conform with-- they should be warned to conform with your guidelines or face termination.
13. a section for-- The brandchannel.com site has a very good resources section for branding information.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

8. prefer...to-- in China, a country that produces quality products at low prices, its local consumers still prefer foreign to domestic commodities.

9. shed a little light-- A look back to the Opium War of 1840, when the Western powers destroyed the Chinese domestic market, might shed a little light.
 10. become swamped with-- At that time, the market became swamped with foreign products such as nails, matches and umbrellas.
 11. squeeze out-- home produced products were squeezed out by foreign brands.
 12. equate...with-- It seems, therefore, that Chinese consumers equate foreign goods with high quality.
 13. surpass-- In the 1990s, sales of domestically produced color televisions surpassed those of imported sets, and locally made cell phones resisted imported mobile monopolization.
 14. advance into-- Chinese computer brands Lenovo and Donghai are advancing into the world IT industry.
 15. grow from...to-- The state-owned Double-Star Group shoe manufacturers have grown from a 1980s small workshop to a concern encompassing 10 overseas companies registered in 46 countries.
- gain ground-- A large number of excellent and well-reputed local brands, such as Golden Star, Changhong, and Konka are also gaining ground on the world market.

第六课 广告诉求—形象和性格

【教学目的和要求】

Teaching Objectives:

1. Students will learn words and expressions related to advertising.
2. Students will be able to discuss different types of advertising appeals and the importance of image and personality to a product.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

What is Advertising?

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B The Secrets to Great Advertising and Copy Writing

Exercise 1, 2

Part C Advertising Techniques in the Movie “Spider Man”

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. climb to-- The online ad spend climbed to £490.8 million (\$861 million) in the first six months of this year, exceeding previous estimates for the period.
 2. account for-- Online rose to account for 5.8 percent of the market, surpassing outdoor advertising, which accounts for 5.1 percent of the total ad spend in the U.K.
 3. overtake-- Previous IAB U.K. estimates expected online to overtake outdoor by mid-2006.
 4. drive the shift of-- An increase in broadband penetration, rich media, media consumption and an online retail boom all drove the shift of ad spending to the Web.
 5. compile-- The IAB U.K. report was compiled from a survey of 75 companies representing thousands of Web sites.

6. be valid on-- This program is to reward system integrators across the country and is valid on all Samsung color monitor, HDD and OMS products purchases made by SI partners.
7. apart from-- Apart from these, gifts include Maruti Omni, 54-inch projection TVs, 29-inch DNIE TVs, Samsung 1.5 T split AC, Samsung frost-free refrigerators, motor cycles, mobiles and Titan watches.
8. as part of-- As part of the scheme, Samsung has packaged its color monitors, HDD and OMS products in bundles.
9. on the basis of-- to be given to the SI Partner on the basis of a lucky draw to be announced within a fortnight of the closing date of participation.
10. strengthen relationship with-- Samsung Power of 3 Program is a strong tool to help us grow our business and strengthen our relationship with the SI partners.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. regard...in the manner of-- He sits on a folding chair, back to a battered piano, regarding the interview in the manner of an innocent man being grilled by an auditor from the Internal Revenue Service.
2. host-- I used to host speeches for a lot of famous people – for governors, mayors, a lot of prominent people.
3. an integration of-- I think the combination of writing and art led to an integration of graphics and copy that made for a perhaps more efficient use of the total medium of advertising.
4. come along-- I was interested the opportunity came along to do writing and art in advertising, I just took the opportunity.
5. be in charge of-- That was in 1939, I was in charge of the literary department
6. be challenged by-- I was challenged by the opportunity to get into advertising
7. be a proof of-- which I think, maybe, is proof of a position I hold today I wouldn't maybe, is proof of a position I hold today I wouldn't go for too routinized men in my copy department,
8. gather-- This is a statistic gathered by people commissioned by the adverting business by the Harvard Business School.
9. as far as I'm concerned-- So the most important as far as I'm concerned is to be fresh, to be original —to be able to compete with all the shocking news events in the world toady, with all the violence.
10. darn-- we in America are spending so darn much money for efficiency,
11. discern -- Have you discerned any striking characteristics about any of them —the more talented or creative people?
12. make for-- It this attitude that makes for poor writers.
13. mathematical-- You can't be that mathematical and that precise.
14. be concern about-- We're all concerned about the facts we get, and not enough concerned about how provocative we make those facts to the consumer
15. accumulate-- people who write do have certain ways of accumulating ideas and maybe storing them away for some future time.

16. permit...to-- We don't permit any client to give us ground rules.
17. rather than--- Mr. Bernbach is from the individual's point of view, rather than the industry's point of view.
18. demonstrate-- a veteran in this business who has demonstrated is ability as a copywriter.
19. go beyond -- I know these are bromides, but to go beyond that would be trying to fool you.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. shape attitude towards-- Advertisers use several recognizable techniques in order to better convince the public to buy a product and shape the public's attitude towards their product.
2. concentrate on-- Some advertisers concentrate on making sure their product is widely recognized..
3. to that end-- To that end, they simply attempt to make the name remembered through repetition.
4. get on the bandwagon -- By implying that the product is widely used, advertisers hope to convince potential buyers to "get on the bandwagon."
5. attempt to-- Advertisers often attempt to promote the superior quality of their product through the testimony of ordinary users, experts, or both.
6. without long consideration-- without long consideration, some advertisers hope to make rapid sales.
7. provoke-- Apart from artistic expression intended to provoke an emotional reaction (which are usually for associative purposes, or to relax or excite the viewer)
8. aimed at-- appeals to spite are often used in advertising aimed at younger demographics.
9. common-- The use of attractive models, a practice known as sex in advertising, picturesque landscapes and other alluring images is common.

第七课 管理大师

【教学目的和要求】

Teaching Objectives:

1. Students will learn different management approaches.
2. Students will be able to talk about the key qualities and personalities of great leaders.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Jack Welch

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Two Great Corporate Leaders of the 20th Century – Jack Welch and Ballmer

Exercise 1, 2

Part C Edward Lampert – One of the Extraordinary Investors of Our Age

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. to pose -- The amount of funding allocated to the project posed an awkward question.
 2. in proportion to -- The blue collars are paid in proportion to the number of hours they work.
 3. magnitude of -- There has been a rapid increase in the magnitude of traffic flow in Beijing for the recent years.
 4. to be inclined to -- As a marketing manager, I am inclined to take the opposite point of view.
 5. to head off -- You will have to speak to both departments quickly if you want to head off disagreement.
 8. to contain -- The American policy of "containing China" has come to a bankruptcy.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to shape up -- Completely new relations between teachers and students are shaping up at UIBE.
2. with the force of -- With the force of mass criticism, the Russian government is making new laws.
3. in response to -- In response to your inquiry, I am writing this letter to inform the delivery arrangement
4. to be content to --John seemed content just to sit in front of the television all night.
5. nothing less than -- just the same as, no better than It is nothing less than murder to send that man down the hill without a gun.
6. accountable -- If anything happens, I will hold you accountable.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. be destined to -- The enemy's attempt is destined to fail.
2. to reel -- Numbers always make my head reel. The ship reeled in the storm. The enemy's battle line reeled. When she hit him, he reeled and almost fell.
3. to get control of --This department got control of the accounts of the whole company.
4. virtually -- Virtually, the reply is an acceptance of our offer.

第八课 激励员工

【教学目的和要求】

Teaching Objectives:

1. Students will learn motivational process and understand reward as a motivator.
2. Students will be able to argue for or against “money” as number one motivator” and discuss motivational techniques and the difficulties to put them into practice.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

The Motivational Process

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Does Money Motivate?

Exercise 1, 2

Part C Meeting the Company’s Motivational Challenge

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to confront-- to confront the possibility of failure We must confront the future with optimism. The explorers were confronted with gorges almost impassable.
2. to refine – My summer job certainly refined my ideas on how an off-price store is run. Reporters tried to refine their questions to draw direct responses.
3. to sort through – Intelligence officers took five days to sort through the files they had seized.
4. a sign of – Swollen ankles can be a sign of heart disease. A nod is a sign of approval. People take black as a sign of mourning.
5. to get over – I don’t think she ever got over from her husband’s death. You’ll soon get over your shyness if you keep trying to speak loud in the public.

6. to stamp – The thinking of feudal society over several thousand years is stamped in people's mind.
7. to tape – He taped up the reproduction of a famous painting. Please tape a note to the door if I am not home.
8. To be poised to (for) – The troops were poised to fight in the final battle. The troops were poised for the final battle.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. privilege-- to get a privileged treatment, sb's privileged status. We are privileged to live on a very precious planet.
2. to downgrade-- to downgrade an employee The embassy will be downgraded to a trade office.
3. unanimously -- The employees asked for more holidays unanimously.
4. to reaffirm -- The government reaffirmed this policy. She reaffirmed that the statement is true.
5. in addition to -- In addition to value-added tax, you have to pay sales tax.
6. to reveal -- The investigation revealed him to be a confirmed criminal(惯犯). It is cricket (板球) that reveals the British at their most characteristic.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to be frustrated -- He was frustrated in an attempt to win the project. He was never frustrated by (with) his poverty.
2. to be bewildered -- I was bewildered by the maze of streets in the town. She is bewildered as to which one to buy.
3. to sever -- to sever business connections . The two countries will sever diplomatic relations. Slight misunderstanding may sever lifelong friendship.
4. to fire up -- to fire up the imagination, to fire up the opponents. She fires up at the least thing.
5. to mark down -- The store marked down all the merchandise for sale.
6. to make (take, pursue, undertake) a commitment to -- The bank was reluctant to make a substantial commitment to supporting the currency. The paper now pursues a more sensitive commitment to modern issues.
7. to foster -- Team sports foster a spirit of cooperation.
8. to prevent.....from -- What can we do to prevent the disease from spreading?

Nothing you do can prevent us from going.

第九课 招聘和业绩评估

【教学目的和要求】

Teaching Objectives:

1. Students will learn words and expressions related to human resources management, such as recruiting, employee appraisal and the function of job hunters.
2. Students will be able to learn to act efficiently in job interview and understand the effective way in performance evaluation.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

A Story

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B A Job Interview Need Not Be a Battle of Wills

Exercise 1, 2

Part C Effective Performance Appraisal: Tips from the MSPB

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. deliver-- Developed by performance management expert, Dick Grote, this online performance review solution delivers a proven approach to handling employee evaluations.
 2. rely on -- Previously, Churchill Downs Incorporated relied on a paper-based system for performance management.
 3. a time of -- CDI recognized the need for change following a time of explosive growth when the company expanded to encompass seven racetracks and nearly two dozen off-track betting facilities across the country.
 4. a myriad of-- we had a myriad of different grading systems
 5. call for-- CDI's strategic plan called for improvements in the company's management development system.

6. commission -- We commissioned a team of middle and junior managers within the company to identify a good performance management solution.
7. be impressed by-- We were impressed by its features - especially its management tools
8. transform from...to -- GroteApproach helps organizations transform performance management from a frenzied series of events to a well-defined, continuous, effective process.
9. tie...to -- The system ties an organization's goals, mission statement, vision and values to performance management in order to achieve critical organizational objectives.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. elicit-- It will no longer elicit feelings of worry, fear and anxiety.
2. become fixated on -- it is easy to become fixated on the idea that your interview will turn out to be a battle, with you and the interviewer circling one another,
3. end up -- If you emerge the victor, then the job is yours; if you lose, the position goes to another candidate and your pride ends up being a little dented.
4. with the common purpose of -- you need to find yourself in a two-way conversation with the common purpose of determining both your ability to do the job well and if your needs will be satisfied.
5. in advance -- you may do your research in advance using your personal network of friends and contacts, the internet and sources in the press.
6. qualify...for-- Then you can make a list of the skills that you have that qualify you for the job.
7. get hands on -- So before an interview, you'd better get your hands on the job and person description and go through each point jotting down notes beside each.
8. the bottom line of -- how you have helped the bottom line of your current or previous employer
9. take measures-- In this way you can take measures to avoid appearing too hot and flustered when you arrive.
10. in turn -- Listen to the questions you are asked and, in turn, give clear, articulate and brief answers.
11. glaze over -- you will see your interviewer's eyes starting to glaze over.
12. in those terms-- Even if you hate the person you used to work for, try to avoid putting it in those terms, or indeed using any language derogatory to your current or former employer.
13. shifty-- Lack of eye contact can look shifty (though that can vary with the culture of your interviewer).
14. humble -- Interviews are no time to be humble.
15. back up with -- anything you say at interview you will have to back up with action in the job.

III. Ask students to use the following active vocabularies to form sentences as what

they have heard from listening (Dictate then remember).

1. put it -- To put it mildly, the reaction is one of fear, anger and distrust.
2. be designed to -- the whole program is designed solely to cut wages of employees who deserve better.
3. the gist of -- There are a few positive comments but this is the gist of the majority of those taking the time to write in.
4. available -- The newsletter is available from the link on the left hand side of the page.
5. fit into -- Buy you should be very familiar with the agency's mission and goals and how each employee fits into this scheme.
6. fall short of -- Are employees meeting, exceeding, or falling short of their objectives?
7. on a regular basis -- Feedback should happen on a regular basis.
8. gripes and complaints -- you may be able to cut short some of the gripes and complaints from your employees.

第十课 金融世界

【教学目的和要求】

Teaching Objectives:

1. Students will learn words and expressions related to financial world.
2. Students will be able to talk about their understandings of the financial world.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Credit and Credibility

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Tailor-made for Her

Exercise 1, 2

Part C China Gold Rush Hides Different Strategies

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. have committed to -- The World Bank has committed to lend India \$3bn a year for the next three years to improve the infrastructure of its rural areas, home to most of the country's poor.
 2. peg-- In a long-awaited but unexpected move, China yesterday announced that its currency would no longer be pegged to the US dollar.
 3. gilt -- The gilt market squeezed higher for most of the week even though hopes of a second interest rate cut in the UK this year were all but abandoned.
 4. squeezed -- The gilt market squeezed higher for most of the week even though hopes of a second interest rate cut in the UK this year were all but abandoned.
 5. bond yields -- Despite its faster growth, America's real bond yields are lower than Japan's and about the same as in the euro area.
 6. persist -- Yields are arguably too low for America, but too high for Germany and Japan, causing the growth gap to persist.
 7. plague -- Your name is currently on an estimated 700 databases used by the direct

marketing companies that plague potential customers with unwanted phone calls and junk mails.

8. cold calling -- Cold calling is big business.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. turn in profits -- In March, GDB's credit cards, surpassing 2 million, began to turn in profits.
2. tailor for -- And GDB's Lady Card, the nation's first credit card tailored for women, is what won it the nod from women customers.
3. dedicated -- GDB issued its first credit card in 1995 and its dedicated card for women came in 2002.
4. prod-- This is what prodded GDB to introduce its Lady Card
5. a slew of -- Besides the usual benefits such as nationwide use, cash overdrafts and no need for guarantors, the Lady card comes with a slew of services for women such as exclusive Web pages, free information, an online club and various insurance plans.
6. have access to -- Cardholders also have access to travel and entertainment information and can book air tickets, make hotel reservations and even book tickets to music concerts.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. have aspects of -- The wave of foreign investment into China's banking system has aspects of a gold rush..
2. stake out -- Foreign banks are staking out territory in promising but highly uncertain terrain.
3. askance -- Shareholders generally look askance at such "strategic investment" – preferring that companies either acquire target business outright or do not invest in them at all.
4. plead -- Those buying stakes in China plead special circumstances, with some justification.
5. squander-- Nonetheless, there is clearly a risk that their capital will be squandered by managements better known for growing loans than for controlling bad debts.
6. lax -- True value, though, is hard to establish, given lax accounting and a flood of recent lending that may turn bad.
7. hive off -- Why should profitable new operations be hived off into 50-50 joint ventures with a 5 per cent shareholder?
8. envisage-- RBS/Bank of China is premised on joint ventures and distribution. HSBC/Bank of Communications envisages deeper involvement.
9. cede -- Those with China-focused strategies – RBS and Bank of America – have invested in big banks unlikely ever to cede control but with extensive branch distribution networks.

第十一课 理性投资

【教学目的和要求】

Teaching Objectives:

1. Students will learn words and expressions related to investment;
2. Students will be able to discuss the advantages and disadvantages of various investment tools.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

New York Stock Exchange

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B The Commodities Gusher

Exercise 1, 2

Part C The Reigning Queen of Tech

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. the share merger reform -- The authorities in China announced yesterday that the share merger reform would be extended to the whole market, sparking a smart rally on the Shanghai and Shenzhen bourses.
 2. spark a smart rally on -- The authorities in China announced yesterday that the share merger reform would be extended to the whole market, sparking a smart rally on the Shanghai and Shenzhen bourses.
 3. bourse-- The authorities in China announced yesterday that the share merger reform would be extended to the whole market, sparking a smart rally on the Shanghai and Shenzhen bourses.
 4. pilot project -- Five State departments announced guidelines pushing the reform process ahead since the pilot projects on share mergers had proved successful and were well received by the markets.

5. tuck ... into -- For those who fancy tucking a few million dollars into a select hedge fund, classified ads in newspapers will not do.
6. coveted -- HedgeBay is a website where serious investors take part in an online auction, finding and selling rare and coveted hedge funds that are closed to new investors.
7. niche market -- It began as a niche market in 1999, but its volume tripled in 2003 and now grows at an annualized rate of 20%.
8. insider trading -- Singapore's central bank has imposed a \$4.8m civil penalty on the Beijing-controlled parent of China Aviation Oil for insider trading during the city state's worst financial scandal in a decade.
9. hit -- It has reported sharply lower net profit in the first half of this year as competition hit sales in its key product lines.
10. divestment -- Long Star, the US private equity group, is believed to have appointed Citigroup to sell its controlling stake in Korea Exchange Bank, paving the way for a divestment that could value the country's sixth-largest bank at more than \$6bn.
11. pave the way for -- Long Star, the US private equity group, is believed to have appointed Citigroup to sell its controlling stake in Korea Exchange Bank, paving the way for a divestment that could value the country's sixth-largest bank at more than \$6bn.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. soar -- The prices of natural resources have been soaring lately, and everyone has been feeling the impact--from consumers socked at the gas pump to big manufacturers forced to absorb sharply higher costs for steel, copper, and aluminum.
2. sock -- The prices of natural resources have been soaring lately, and everyone has been feeling the impact--from consumers socked at the gas pump to big manufacturers forced to absorb sharply higher costs for steel, copper, and aluminum.
3. gush -- The average commodities mutual fund has gushed a 38% return.
4. pump out -- U.S. Global Investors fund manager Frank Holmes has pumped out even better results.
5. swing -- How do swings in the dollar affect commodity prices?
6. volatility -- You get better cash flow and less volatility when you have a mix.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. veteran -- A Silicon Valley veteran, she became CEO of AutoDesk 13 years ago
2. wring hands about -- Lots of tech executives are wringing their hands about U.S. competitiveness, especially because of declining interest in math and engineering.
3. outsourcing -- Do you think outsourcing hurts the U.S. economy?
4. counterbalance -- But India, with its federal system and a style that we better

understand, and of course with its huge population, will be a nice way to counterbalance the strength of China.

5. mindset -- Five years after 2000, people either believe that it's going to come back or else have gone totally into a black mindset that says it never will and woe is we.
6. woe -- Five years after 2000, people either believe that it's going to come back or else have gone totally into a black mindset that says it never will and woe is we.

第十二课 商业法律前沿动态

【教学目的和要求】

Teaching Objectives:

1. Students will learn words and expressions related to business law.
2. Students will be able to talk about issues related to business laws.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Employees Ready for Class-action Lawsuit against EA

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Sarbanes-Oxley Outlays

Exercise 1, 2

Part C Legal Tactics for Hostile Mergers

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. filed -- Electronic Arts, the world's biggest video game company, said Wednesday that it will pay \$15.6 million to settle a lawsuit filed by current and former graphic artists seeking overtime pay.
 2. overtime pay -- Electronic Arts, the world's biggest video game company, said Wednesday that it will pay \$15.6 million to settle a lawsuit filed by current and former graphic artists seeking overtime pay.
 3. class action lawsuit -- The proposed settlement of the class action lawsuit must be approved by the California Superior Court.
 4. charge -- The employees charged that EA violated labor laws requiring it to pay overtime and penalties.
 5. restricted stock -- Under the settlement, about 200 entry-level artists will become hourly workers eligible for overtime pay and a one-time grant of restricted EA stock.

6. stock option -- Those employees would be excluded from bonuses and stock option grants, said Jose Martin, head of human resources for EA.
7. initial public offering -- A class-action lawsuit has been filed against PayPal, an online payment company, days after the company's successful initial public offering.
8. illegitimately -- Filed Wednesday in California Superior Court in Santa Clara County, the suit charges PayPal with illegitimately restricting customers' access to their money.
9. unspecified -- The suit asks for an unspecified amount of damages.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. compliance measures -- Companies are spending more money than they ever imagined to put the new compliance measures into place.
2. nuisance -- Rather than viewing Sarbanes-Oxley compliance as a costly nuisance, smart companies are discovering that the accompanying investment in software and other IT systems are providing tools to improve how their businesses are run.
3. oversight -- We see the 30% on technology as going to systems that structure and automate the financial management and oversight processes.
4. take off -- And if, for instance, they see that after a month sales are taking off faster in one region than in another, it allows them to shift marketing dollars or productive capacity and investment much more quickly.
5. shift -- And if, for instance, they see that after a month sales are taking off faster in one region than in another, it allows them to shift marketing dollars or productive capacity and investment much more quickly.
6. advent -- Since the advent of Sarbanes-Oxley, transparency in business systems and accounting and auditing procedures has mainly been about reassuring investors that a company's books were being handled properly.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. shape up -- This year is shaping up to be the busiest for hostile takeovers since 1999 and, more than ever before, having the right legal team in place will be crucial.
2. have ... in place -- This year is shaping up to be the busiest for hostile takeovers since 1999 and, more than ever before, having the right legal team in place will be crucial.
3. weigh up -- Skandia's board is weighing up an unsolicited bid from Old Mutual.
4. unsolicited bid -- Skandia's board is weighing up an unsolicited bid from Old Mutual.
5. pledge-- Spain's Gas Natural has pledged a massive £15bn for Endesa, its local rival.
6. legal input -- The deals are cross-border and require massive legal input.
7. proactive -- The environment is far more regulated, in particular in terms of

securities market regulation, antitrust and pensions, and with a more proactive approach from the [UK] Takeover Panel.

8. necessitate-- This has necessitated the lawyers having a greater input into the tactical approach and the strategy, where previously that was driven principally by the investment bankers.
9. relocate -- Scott Simpson, an American lawyer, is a veteran of the hostile merger market, having learnt the trade in America during its 1980s hostile bid boom, before relocating to the London office of US firms.
10. regulatory arbitrage -- Mr Simpson says the increasingly cross-border nature of Europe's hostile bids is resulting in a new defense tactic - what he calls "regulatory arbitrage".
11. counter bid -- In today's environment, it is more than likely a bid or counter bid will be coming from outside the target's jurisdiction

第十三课 有效沟通—语言文化

【教学目的和要求】

Teaching Objectives:

1. Students will be able to illustrate the close relationship between language and culture.
2. Students will learn how to increase cultural awareness in language learning and intercultural communication..

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

The Relationship between Language and Culture

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B What is Culture Like?

Exercise 1, 2

Part C Culture-loaded Idioms

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. fumble I fumbled around in my bag for a cigarette.
2. graciously She graciously accepted his gift and opened it very carefully.
3. flip side Sato is puzzled when he turns the card over to its flip side and it is bland.
4. inadequate The parking facilities are inadequate for a busy shopping centre.
5. incompetent The Prime Minister is incompetent to govern the country.

II. Ask students to use the following adjectives to form sentences as what they have heard from listening (Dictate then remember).

1. limp His body suddenly went limp and he fell down on the floor.
2. intimidating 威胁的 Cawley received an intimidating letter from her ex-husband's lawyer.

3. hooded The glitter in his hooded eyes made it impossible for her to hazard even the wildest guess at what he was thinking.
4. languid He greeted Charles with a languid wave of his hand.
5. exuberant The prose is exuberant and knowingly exotic.
6. irresistible High interest rates have made these saving plans irresistible to small investors.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. embed Feelings of guilt are deeply embedded in her personality.
2. explicit The kidnappers have given us explicit instructions not to involve the police.
3. in reverse US video recorders cannot play European tapes, and the same applies in reverse.
4. credible The complaint would be more credible if he could remember more specific details.
5. inarticulate Footballers are famous for being inarticulate when they are interviewed on TV, and Danny Lord was no exception.

第十四课 文化差异—礼仪禁忌

【教学目的和要求】

Teaching Objectives:

1. Students will understand the importance of appropriate etiquette and protocol in intercultural business communication.
2. Students learn to identify cultural differences in initiating business contacts, in social entertainment and gift-giving practices, etc..

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Appropriate Protocol in Intercultural Business Communication

Loose-leaf selective listening

Part A Intercultural Business Miscommunication

Exercise 1, 2

Part B Protocols of handshaking and Gift-giving

Exercise 1, 2

Part C Hall's High- and Low-Context Orientation

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. fumble I fumbled around in my bag for a cigarette.
2. graciously She graciously accepted his gift and opened it very carefully.
3. flip side Sato is puzzled when he turns the card over to its flip side and it is bland.
4. inadequate The parking facilities are inadequate for a busy shopping centre.
5. incompetent The Prime Minister is incompetent to govern the country.

II. Ask students to use the following adjectives to form sentences as what they have heard from listening (Dictate then remember).

1. limp His body suddenly went limp and he fell down on the floor.
2. intimidating 威胁的 Cawley received an intimidating letter from her ex-husband's lawyer.

3. hooded The glitter in his hooded eyes made it impossible for her to hazard even the wildest guess at what he was thinking.
4. languid He greeted Charles with a languid wave of his hand.
5. exuberant The prose is exuberant and knowingly exotic.
6. irresistible High interest rates have made these saving plans irresistible to small investors.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. embed Feelings of guilt are deeply embedded in her personality.
2. explicit The kidnappers have given us explicit instructions not to involve the police.
3. in reverse US video recorders cannot play European tapes, and the same applies in reverse.
4. credible The complaint would be more credible if he could remember more specific details.
5. inarticulate Footballers are famous for being inarticulate when they are interviewed on TV, and Danny Lord was no exception.

第十五课 企业文化—竞争优势

【教学目的和要求】

Teaching Objectives

1. Students will learn words and expressions related to organizational culture.
2. Students will learn to talk the foundation and the characteristics of organizational culture.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

What Is Organizational Culture?

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Cultural Models of Organization

Exercise 1, 2

Part C Cultural Synergy in Shanghai General Motors

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. waiver--Unocal Corp. said on Thursday that it has got a waiver from Chevron Corp.
2. to commence--Unocal intends promptly to commence discussions with China National Offshore Oil Corporation (CNOOC) Ltd. on its proposed merger.
3. bid--CNOOC's proposed merger offer is two dollars higher than Chevron's April bid for Unocal a share.
to engage in--Unocal got a permission from Chevron to engage in discussions with CNOOC Ltd. and its representatives at any time.
4. to vote on--until the date of the Unocal stockholders voting on the proposed merger with Chevron.

5. to contract--He has contracted the habit of talking to himself.
6. to underperform--Surveys have repeatedly shown that about 65 percent of mergers fail to benefit acquiring companies, whose shares subsequently underperform their sector.
7. to take account of--And in about half of those, senior management failed to take account of the different cultures of the companies involved.
8. to meld--It's that the cultures don't meld quickly enough to take advantage of the opportunities.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. to adopt a practice He adopted the customary practice in business schools.
2. to file These orders had to be filed on short notice.
3. to diagnose The students were asked to diagnose the organizational problem and make recommendations for solving it.
4. to take precedence over The boss makes decisions and his policy takes precedence over formal procedures.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. to approach There are two basic ways to approach the interaction between different and distinct organizational cultures.
2. to dominate By a Cultural Dominance Model, one cultural system dominates the other within the company.
3. to take the best of In the Cultural Synergy Model, the culturally synergistic organization takes the best of each culture
4. to infringe on Two cultures are melted together without infringing on the other.
5. to hold one's ground Both parties have learnt to compromise rather than hold tight one's ground.
6. to abide by Each must abide by the regulations, rules and management systems, which are based on overseas conventions and domestic rooted traditions.

第十六课 企业的社会-商业伦理

【教学目的和要求】

Teaching Objectives

1. Students will learn words and expressions related to business ethics and social responsibilities.
2. Student will be able to argue either in favor of or against business ethics and social responsibilities.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

The Fall of Anderson

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B Corporate Social Responsibility and Sustainable Development

Exercise 1, 2

Part C Survey: Ethics Abuses on Rise

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

- I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
 1. legal compliance--Toshiba Corp. announced the introduction of a group-wide procurement policy based on corporate social responsibility so as to promote legal compliance and respect for human rights and the environment among goods and service suppliers to the group.
 2. to give full consideration to--Toshiba asks suppliers to "give full consideration to human rights and labor standards, including prohibition of child and forced labor, prohibition of discrimination, and provision of a safe and clean working environment."
 3. to abide--suppliers will be required to abide by such regulations as antitrust laws, commercial codes, foreign exchange control laws, copyright laws and legislation to protect personal information.
 4. a critical role to play--Directors have a critical role to play in restoring the public

trust.

5. other than--Do you know how information you need would reach you other than through the chain of command?
6. make sb better off--Do you know how your company makes each of its stakeholders better off?
7. stand for (represent sth)--Every employee should know what the company stands for.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. make...sense--Companies are realizing that a strong sustainable development and corporate social responsibility strategy makes good business sense.
2. go beyond--Companies also have come to recognize that CSR goes beyond philanthropy and is a matter for strategic debate.
3. up to--It is up to each company individually to define the values and principles it stands for.
4. fail to comply--What is the value of having voluntary commitments if there are no enforceable penalties against those who fail to comply?
5. be attributed to--Much of the progress made by industry toward sustainable development since the Rio Earth Summit in 1992 can be attributed to voluntary initiatives.
6. be engaged in--Companies that engage in voluntary actions rarely fail to comply.
7. be inclined to--Companies are naturally inclined to engage in efforts where they will be rewarded.
8. to unleash--Voluntary agreements encourage business to unleash its creative talents and move forward.
9. to be on the agenda--CSR is firmly on the agenda of many leading companies and it looks destined to climb higher and higher.
10. poverty alleviation--We have also started a project on Sustainable Livelihoods, which examines the role of business in poverty alleviation.
11. to bridge the divides--we need to make the market work for all if we want to bridge the unsustainable divides between the rich and the poor.
12. take into account--And it can only be achieved by taking into account all three pillars of sustainable development: ecological and social, as well as economic.
13. a case in point--The failure of the WTO meeting in Cancun is a case in point.
14. dispose of--The prices of goods must reflect all the costs involved in making them, using them, disposing of them or recycling them.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to be on the rise--The number of workplace misdeeds observed by employees throughout America is on the rise.
2. take note of--Some 52 percent took note of ethical lapses in 2005.

3. spur--Regulation resulting from Enron and other corporate scandals spurred a renewed emphasis on corporate ethics.
4. speak up--Fewer are willing to speak up when they spot a colleague fudging a time card, swiping pens or lying to a customer.
5. a priority--Organizations tend not to emphasize strongly enough that honesty is a priority and that reporting wrongdoing won't land an employee in hot water.
6. an array of--Employees reported witnessing an array of violations, including abusive behavior, lying, discrimination, stealing and sexual harassment.

第十七课 网络时代

【教学目的和要求】

Teaching Objectives

1. Students will learn words and expressions related to Internet and mobile phones.
2. Students will be able to talk about the advantages and disadvantages of Internet and mobile phones.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

Internet Phone Calls Coming to a Mobile Phone Near You

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B The Future of the Internet

Exercise 1, 2

Part C On-line Marriage—A New Fashion

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. thanks to--A New Orleans juice-bar company hopes to reopen at least five of its hurricane-damaged outlets this week, thanks to employees who were able to use text messages to arrange cleanups and the delivery of fresh supplies.
2. transmit--Text messaging, also known as short messaging service, or "SMS," uses the same cellular networks that transmit millions of telephone calls daily.
3. go through-- But text messages, which are limited to 160 alphanumeric characters, are more likely to go through even when voice traffic gets congested.
4. get in touch with--Text messaging can be a personal tool for survival to get in touch with loved ones or others after a widespread disaster.
5. instead of--The next time you call a friend's cell phone, instead of listening to the standard ring, you might hear Alicia Keys crooning "A Woman's Worth."
6. the latest fad--Personalized "ringback tones" that replace the standard ringing sound

a caller hears are the latest fad in cell phones.

7. recoup-- Hoping to recoup lost revenue, carriers are offering more products and services, such as game downloads, ringtones and news clips.
8. partner with-- Both Verizon and T-Mobile have partnered with large recording companies.
9. gear to-- The idea is geared to 14- to 28-year-olds.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. bear-- It bears a lot of similarities to the media that have come before.
2. what is different about-- But what is different about the Internet is that in addition to its individual communications capability, or its point to multi-point distribution capability, it also allows dialogue to be established among people in a group.
3. notably different from-- Those are some of the aspects of the media that make it notably different from earlier ones.
4. reach...mark-- I'm not sure how quickly we will reach the billion mark in terms of users.
5. built-in-- You will see many appliances like the European GSM appliances with built-in Web capability.
6. take up-- The Internet takes up an ever-increasing place in our lives.
7. work-- There is a great deal of appreciation for standards because without them, the system doesn't work.
8. domain names-- Thirdly, there is an understanding that you need some administrative functions to make sure that Internet names do not get assigned duplicatively or that domain names are unique.
8. motto-- the Internet Society's motto is "The Internet is for everyone."

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. on-line survey-- A recent on-line survey by 21cn.com shows that 93 percent of them yearn to experience on-line love affairs.
2. make friend with-- Some 61.2 percent of them have made friends with netizens of the opposite sex.
3. scores of-- Since then, scores of Chinese websites have provided a service for on-line marriage.
4. proposal words-- Some websites even provide many classical proposal words for those who are looking forward to the on-line marriage.
5. hold-- Usually the wedding is held in the on-line chat room.
6. host the ceremony-- The "priest" in the virtual community is invited to host the ceremony.
7. adopt-- The couple can have or adopt their virtual sons or daughters.
8. popularity-- Its sudden popularity has had a strong influence on traditional marriage in real life.

第十八课 新经济与电子商务

【教学目的和要求】

Teaching Objectives

1. In this unit, students will learn words and expressions related to e-commerce and new economy.

2. Student will be able to talk about the concepts and issues related to e-commerce and new economy, like e-commerce security, features of the new economy, etc.

【教学时间】

Time allocation

This unit will need 2 class hours, 1 hour for listening and studying the content of the text and the rest for discussion and practice.

【主要内容】

Background Reading

E-commerce: A revolution with Power

Loose-leaf selective listening

Part A Business News

Exercise 1, 2

Part B E-commerce and Cultural Values

Exercise 1, 2

Part C E-commerce Activity: A New Metric to Consider

Exercise 1, 2

Acting out

Exercise 1, 2

【重点和难点】

I. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. exponentially -- Since its debut, subscribers to the Internet grew exponentially from a mere 1,600 in 1994 to 16.9 million in mid-2000.
2. to register -- E-commerce transactions registered a total revenue of 200 million Yuan in 1999, or twice as much as in 1998.
3. exorbitant -- Internet businesses are also losing money due to exorbitant charges for telephone lines, an uncertain regulatory environment, and direct competition from the telecommunications operators dominating the market.
4. to be set to -- Merchants are set to lose \$2.8 billion this year because of online fraud, according to a survey released by CyberSource Corp.
5. to hit hard -- The survey, conducted by Austin-based Mindwave Research Inc.,

found that companies with online revenues of between \$5 million and \$25 million annually are being hit the hardest.

II. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to focus on -- His research focuses on the influence of indigenous cultures and values on the use, adoption and implementation of information systems, especially in e-commerce.
2. to diffuse -- The way that e-commerce is diffused and adopted in a particular industry or country is different from one country to another.
3. to clear transactions -- In some countries, the banking industry plays an active role in adoption of e-commerce and encourages businesses to clear their transactions electronically.
4. to be unique to -- The issues of e-commerce implementation are unique to organizations and the country they are located in.
5. to enforce ... on -- Cultural conflicts may happen when trading partners enforce their own values and processes on its suppliers and/or trading partners.
6. to cater to -- Where a country declares itself as a multicultural society, it is important to cater to other minority groups, who prefer to interact using their own languages rather than using the official language.

III. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. to be reluctant to -- Until recently, many businesses have been reluctant to report the amount of e-commerce activity that their company does.
2. to gain insight -- Most corporations do not want competitors to gain insight about how they are improving their operations.
3. to pilot -- With the exception of a few e-business leaders that have been engaged in e-commerce for some time, most businesses were still only piloting their e-commerce initiatives through the end of last year.
4. to come to the fore -- But as cost-cutting and a focus upon efficiency have come to the fore, so too have companies become more willing to speak of their e-commerce activity.
5. to project an image -- Businesses that can point to their growing e-commerce activity are able to project an image of being in-tune with the times, and show their preparedness for tougher competition in the future.
6. to capture -- Eastman Chemical has already conducted 13 percent of its sales electronically in 2001 and stated its goal to capture more than 50 percent of its sales through electronic channels over the next three to four years.

7. to keep ... abreast of -- Those corporate leaders who are not shy about reporting e-commerce activity have begun to keep their shareholders abreast of their e-business initiatives in their companies' annual reports.
8. to roll out -- With a new round of annual reports for 2001 about to start rolling out later this year, it will be interesting to see what other companies have to say.