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Unit 1

Careers

知识目标: ① 掌握与商务英语相关的工作岗位及其职责。

② 了解商务英语相关职业内涵。

技能目标: ① 能够听懂与日常工作相关的一般性会话和陈述。

② 能够运用相关词汇及句型谈论与工作相关的话题。

③ 能够读懂招聘广告并撰写求职信。

情感目标: 理解求职的重要性, 对有关英文职场案例产生阅读的兴趣。



➔ Preparation

Contact an alumni(校友) of your school and get some information on his/her job including his/her job responsibilities, the company he/she is working with, difficulties in his/her job, his/her future plans, etc.

New Words and Expressions

interview ['ɪntəvju:]

n.

面试

v.

采访, 访问

career [kə'riə]

n.

事业; 职业

fair [feə]

n.

展览会

applicant ['æplɪkənt]

n.

申请者

advertisement [əd'vɜ:ɪtɪzmənt]	<i>n.</i>	广告; 宣传
accountant [ə'kaʊntənt]	<i>n.</i>	会计
receptionist [rɪ'sepʃənɪst]	<i>n.</i>	接待
cashier [kæʃɪə]	<i>n.</i>	出纳员; 收银员
assistant [ə'sɪstənt]	<i>n.</i>	助手; 助理
supervisor ['sju:pəvaɪzə]	<i>n.</i>	主管
clerk [kla:k]	<i>n.</i>	职员, 办事员
secretary ['sekrətəri]	<i>n.</i>	秘书
apply for		申请
freelancer ['fri:lɑ:nsə]	<i>n.</i>	自由职业者



Warming-up

1. Match the words and phrases to the pictures.

- A. interview B. career fair C. applicant D. job advertisement



picture 1: ()



picture 2: ()



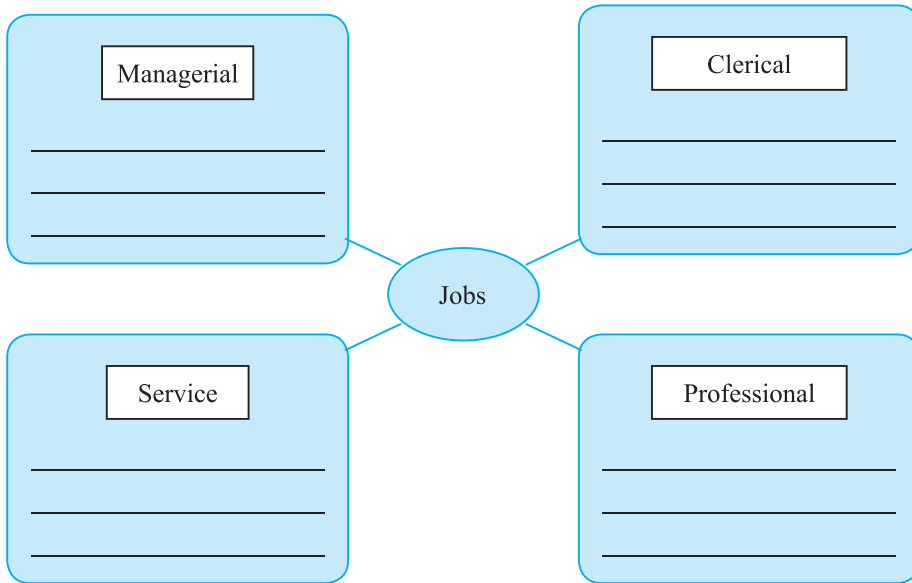
picture 3: ()



picture 4: ()

2. Look at the following job titles and classify them into four groups.

accountant cashier waitress salesperson director
 assistant clerk guide manager secretary



3. Match the different ways of working to their meaning.

- (1) freelancer
- (2) part-time
- (3) full-time
- (4) overtime
- (5) a nine-to-five job

- A. working for only part of each day or week
- B. someone who does freelance work
- C. time that one spends on one's work in addition to regular working hours
- D. a regular job
- E. working or studying for the whole of each normal working week



Listening and Speaking

1. Listen to the dialogue and answer the following questions.

- ① Who is applying for a job?
- ② What position is he applying for?
- ③ How did he know about the position?
- ④ Which company did the applicant work for?
- ⑤ When will the applicant have an interview?

2. Listen again and fill in the blanks with the missing words.

Burns: Hello, this is Michael Burns.

Wang: Hello. I learned about a (1) _____ from your company's website.

Burns: Which position are you applying for?

Wang: Secretary.

Burns: Do you have any experience of working as a secretary?

Wang: I've got (2) _____ as a secretary in Siemens.

Burns: OK, I'll (3) _____ for an interview for you. May I have your name?

Wang: Yes, my name is Wang Qiang, Mr. Wang.

Burns: Can you spell it please, Mr. Wang?

Wang: OK. W-A-N-G Q-I-A-N-G.

Burns: And your phone number?

Wang: (4) _____.

Burns: Thank you. The interview is at 2:30, Thursday afternoon.

Wang: OK. Who should I go to?

Burns: Steven Roberts, the HR manager. His office is (5) _____.

Wang: Got it! Thank you very much, Mr. Burns.

Burns: You're welcome.

3. Make a dialogue according to the following information.

Scenario

You are a graduate from Shenzhen Polytechnic and are applying for the position of assistant at Guangzhou Changhong Company Ltd.

Prompt material

The interviewer

- ★ self- introduction;
- ★ asking for basic information;
- ★ asking for the reasons why the interviewee wants to work for the company.

The interviewee

- ★ thanking the interviewer for the interview;
- ★ giving your basic information;
- ★ why you want to work for the company;
- ★ asking questions about the job.

New Words and Expressions

quit [kwɪt]	v.	辞职
purchase ['pɜːtʃəs]	n.	购买(的东西)
	vt.	购买
founder ['faʊndə]	n.	创始人
degree [dɪ'ɡriː]	n.	学位
arouse [ə'raʊz]	v.	引起, 唤起; 激发
goal [gəʊl]	n.	目标
promote [prə'məʊt]	v.	推广; 推销
nation ['neɪʃən]	n.	国家
genuine ['dʒenjuɪn]	adj.	真正的
master ['mɑːstə]	n.	硕士; 大师
focus on		集中于
guarantee [ˌɡærən'tiː]	v.	保证
quality ['kwɒləti]	n.	质量, 品质, 特性, 才能
essence ['esəns]	n.	精华; 精髓

achieve [ə'tʃi:v]	v.	实现, 取得
national ['næʃənəl]	adj.	国家的
patent ['peɪntnt]	n.	专利品, 专利权
pack [pæk]	v.	包装, 捆扎
	n.	包, 包裹
vacuum ['vækjuəm]	n.	真空
tin [tɪn]	n.	锡
can [kæn]	n.	罐头
pressure ['preʃə]	n.	压力; 压迫
process [prə'ses]	n.	过程, 进程
	vt.	加工(食品或其他物质)
store [stɔ:]	v.	储存
be opposed to sth.		反对某事
supportive [sə'pɔ:tɪv]	adj.	支持的

Pre-reading

1. Read Text A and complete the chart.

Time	Event
In 1981	
In 2011	
In Sep. 2012	
In Jun. 2013	
In May 2014	

2. Answer the following questions.

- 1 What is Lanzhou famous for?
- 2 Which university did Deng graduate from? With what degree?
- 3 What made Deng set his business goal of promoting Lanzhou's beef noodles to the whole nation?
- 4 What kind of success did Deng and his team achieve after several months of testing?
- 5 How do they store the noodles to guarantee the quality of the noodles?



Text A

Doctorate Quits His Job and Sells Beef Noodles Online



As we all know, Lanzhou is famous for its beef noodles. But what might come as a real surprise to the country is that people can now purchase beef noodles online.

One of the founders of “Niudafang”, an online beef noodle shop is Deng Yubo, who was born in Lanzhou in 1981 and graduated from Lanzhou University with a doctorate degree in math in 2011. A friend once told Deng that the beef noodles of Lanzhou were so delicious that he always ate them two bowls at a time. His friend’s words aroused Deng’s interest in beef noodles. Deng set himself the business goal of promoting Lanzhou’s beef noodles to the whole nation, and allowing more people to taste the genuine Lanzhou noodles without having to travel to Lanzhou.

In September 2012, he and two master graduates quit their jobs at a key university and started to set up online beef noodle business. To guarantee the quality of the soup, which is the essence of genuine Lanzhou beef noodles, in June 2013 Deng and his team found a master cook who had 30 years of experience in making Lanzhou noodles, and visited his home several times to learn his secret recipe. In May 2014, after a few months of testing, they finally achieved their career success — they have received three national patents for their products.

Now they pack the soup in a vacuum tin can through high-temperature high-pressure processing, and the noodles are stored at a very low temperature to guarantee the quality.

Deng’s online beef noodles have been hugely popular since day one. His families and his partners’ were strongly opposed to the idea to begin with, but they are fully supportive of them now.

- 6 to give up or put an end to
-
- 7 to get sth. by means of a financial transaction
-
- 8 offering support
-

3. Write down the corresponding forms of the given words.

Verb	Noun
	graduation
achieve	
	founder
promote	
Adjective	Noun
	popularity
national	
	success
supportive	

4. Language focus.

- 1 A friend once told Deng that the beef noodles of Lanzhou were so delicious that he always ate two bowls at a time.
 一位朋友曾经告诉邓：兰州牛肉拉面非常好吃，以至于他总是一次吃两碗。
 so ... that 如此……以至于
 e.g. He was so careful that he didn't make any mistake in the exam.
 他是如此仔细，以至于考试没有犯任何错误。
- 2 Deng set himself the business goal of promoting Lanzhou's beef noodles to the whole nation.
 邓为自己确定了生意目标：把兰州牛肉拉面销往全国。
 set a goal 制定……目标
 e.g. After entering college, she set a goal of getting a national scholarship.

进入大学后，她为自己制定了获得国家奖学金的目标。

- ③ Deng and his team found a master cook who had 30 years of experience in making Lanzhou noodles, and visited his home several times to learn his secret recipe.

邓和他的团队找到了一位有着 30 年制作兰州拉面经验的特级厨师，并且为学到秘方多次登门拜访。

have ... experience in ... 在……方面有经验

e.g. I have no experience in sales.

我在销售方面没有经验。

- ④ Deng's online beef noodles have been hugely popular since day one.

邓的网上牛肉拉面从一开始就深受欢迎。

since day one 从一开始

e.g. He made up his mind to study hard since day one.

他从第一天开始就下定决心好好学习。

- ⑤ The families of Deng and his partners were strongly opposed to the idea to begin with.

邓的家人及搭档的家人起初都极力反对邓的想法。

be opposed to sth. 反对某事

e.g. HP and Nokia are said to be opposed to the terms of the auction.

据说惠普和诺基亚反对拍卖的条款。

5. Translate the following sentences.

- ① 面试如此重要，他必须全力以赴准备好。

The _____ is _____ he has to prepare himself well for it.

- ② 我为自己设定了目标，就是在 5 年后创立自己的公司。

I _____ of opening my company _____.

- ③ 在这个领域你有工作经验吗？

Have you got _____ this field?

- ④ 从一开始小王就没有制订可行的工作计划。

Xiao Wang hasn't _____ a practical _____ since day one.

- 5 我的家人不反对我成为一名销售员。

My family is not _____ my decision of becoming _____.

6. Fill in the blanks without referring to the original text.

Lanzhou is famous for its beef noodles, but now people can (1) _____ beef noodles online. Deng Yubo is one of the (2) _____ of “Niudafang”, the online beef noodle shop. Deng graduated from Lanzhou University with a (3) _____ degree in math in 2011 and set his business goal of (4) _____ Lanzhou’s beef noodles to the whole nation after being inspired by a friend. At the very beginning, he and his (5) _____ families were strongly opposed to his idea, but later they changed their mind. Deng and his team found a (6) _____ cook who had 30 years of experience in making Lanzhou noodles. In May 2014, they finally achieved (7) _____ — they received three national (8) _____ for their products. Deng’s online beef noodles have been hugely popular since day one.

7. What do you think of Deng Yubo’s career?

8. Choose a future job from below and tell your group members your reasons.

- A. E-commerce
- B. International trade
- C. Domestic trade
- D. Freight forwarding (货运代理)
- E. Tourism (旅游业)
- F. Management
- G. Sales
- H. Others



Text B

1

We are seeking a qualified full-time salesperson in our clothing department. Sales experience is not necessary as training is provided. The candidates should be well-dressed and have strong interpersonal skills. Plenty of opportunity for development means this is a great start if you are looking for a new job in sales!

Send cover letter with resume to: Mr. William Wright

Human Resources Manager (人力资源部经理)

BESTSELLER

14 Western Avenue(大街), Mississauga, Ontario

2

Job Title:

Production Designer

Duties:

Under the leadership of the Chief Engineer, you will be responsible for product design of the machines. Also you will provide some advice for improvements of the product lines.

Qualifications:

An Engineering degree is needed. Experience with agricultural equipment would be an advantage.

Please apply to:

Chief Engineer

Agricultural Manufacturing Industries

2020 Harvard Avenue

Halifax Nova Scotia

1. Read the above job ads and decide whether the following statements are true (T) or false (F).

- () (1) The position in ad 1 is a part-time job.
 () (2) The position in ad 1 requires no sales experience.
 () (3) The job offer in ad 2 is Assistant Designer.
 () (4) A graduate with a master degree is preferred in ad 2.
 () (5) Once recruited, the applicants in both two ads will be trained.

2. Complete the chart according to the job ads.

	Ad 1	Ad 2
Position		
Preference		
Experience needed or not		
Applying to		



Skills Focus

1. Read the following job description and complete the job ad.

Salesperson

Henrique & Henrique Nig Ltd.

Henrique & Henrique Nig Ltd., a steel engineering company based in Ogun state serving the oil & gas industries, is seeking a qualified candidate.

Job Summary:

To assist with the carrying-out of the marketing strategy with specific targets as agreed as well as sales of the company's goods and services. You will approach potential customers with the aim of winning new business.

Requirements:

- Understand the range of products with the purpose of being able to carry out sales.
- Candidates having experience in this industry are preferred.
- Minimum requirement of a degree in a relevant field.

- 1 ~ 3 years' experience.
- Analytical skills, excellent communication skills, excellent report writing and presentation skills are required.

A Job Ad

Company Name: (1) _____

Vacancy offered: (2) _____

Job Summary:

Assist with the carrying-out of the (3) _____ strategy.

Approach potential (4) _____ with the aim of winning new business.

Requirements:

Understand the range of products with the purpose of being able to carry out sales.

Analytical skills, excellent communication skills, excellent report writing and (5) _____ skills.

2. Decide whether the statements are true (T) or false (F) according to the above job ad.

- () (1) Henrique & Henrique Nig Ltd. is a steel engineering company.
- () (2) The salesperson is required to establish business relations with new customers.
- () (3) The responsibility of the job is to carry out the marketing strategy with specific targets.
- () (4) The minimum requirement of degree is master.
- () (5) If you want to apply for this job, 1 ~ 3 years' experience is required.

3. Complete the application letter by referring to the given information.

- A. Yours faithfully,
- B. May 16th, 2015
- C. Dear Sir or Madam,
- D. I had the experience of working in our polytechnic's Design Studio and have had quite a wide exposure to art design work.
- E. Wu Zhiyong
- F. Thank you very much for your attention.

Application Letter

Please accept the enclosed resume as I am interested in applying for the position of Designer advertised in *Beijing Daily* on May 12th.

I'm a 22 years old male. This summer I will be graduating from Beijing Qihang Art Design Polytechnic with a major in Design. As my resume indicates, I am not simply an applicant with a narrow educational background. _____

I believe my qualifications meet your requirements for this position. I would appreciate the opportunity for an interview with you.

I can be reached at 010-8179 × × × × .

4. Write an application letter according to the given information.

招聘岗位：推销员

学历要求：高中以上

工作经历：三年以上电器推销工作经验

年 龄：35 岁以下

其 他：男女不限，口齿清楚，善于交际，薪水面议

○ _____

○ _____

○ _____

○ _____

○ _____

○ _____

○ _____



Activity

High Profile Inc. (HPI) is one of the biggest sports agencies in the world, which helps famous sportsmen earn money from advertising for big companies. It has head office in Chicago with branch offices in London and Tokyo. HPI is interviewing two candidates for the job of Marketing Manager in London. Read the Marketing Director's notes below and finish the following task.

Role play Marketing Director, HR Manager, Candidate A and Candidate B, and present the interview. The interviewers will decide which candidate is more qualified for the job and tell the reasons.

Skills required	Duties	Reasons
Teamwork skills	Organizing and leading a group	There are ten people in the team.
Can speak two European languages	Communicating with agents and sportsmen	Most of HPI's clients are European sportsmen.
Interested in traveling	Traveling to many European countries	Marketing Manager spends half of his/her time traveling.