



揭阳职业技术学院

电子商务创业学院

《商务英语写作一》教案

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教师姓名: 江婉丽

所授专业: 商务英语

授课班级: 现代学徒制 251 班

课程整体教学设计

一、课程的性质和任务

“商务英语写作”是国际商务从业人员必备的一项重要技能，也是高职高专英语专业学生的一门必修课。本课程的设计旨在向学生传授基本的商务英语写作理论和常用的写作方法和技巧，并通过写作练习实践，培养学生基本的写作技能。

二、教学目标与要求

1. 教学目标

本课程要求学生掌握以下几个方面的基本内容：

- (1) 理解商务应用文体的定义、功能、分类
- (2) 掌握常用的商务英语写作文体类型。
- (3) 掌握常用商务文体的写作格式。
- (4) 掌握常用商务文体的写作方法与技巧。
- (5) 掌握常用商务文体的写作步骤
- (6) 掌握常用商务文体的基本语言表达。

2. 课程思政育人目标

(1) 职业道德与规范：强调商务英语写作中的职业操守，如诚信、礼貌、负责，以及在商务信函写作中体现尊重他人、契约精神、合作精神等。

(2) 文化意识与跨文化沟通能力：培养学生对不同文化背景的敏感性和尊重，避免文化误解，提升国际商务交流中的文化适应性。

(3) 团队协作与沟通能力：通过撰写会议记录、备忘录、报告等文档，培养学生团队合作意识及高效沟通能力。

(4) 严谨态度与专业精神：强调写作的准确性、完整性与规范性，培养学生细致、严谨的职业习惯。

三、教学方法与手段

本课程主要采用教师讲授、学生听讲、练习并进一步拓展知识的教学方式。教师在讲授过程中同时为学生分析相关商务应用文体的最新发展动态及趋势。学生通过课堂学习、实践及课后练习，从而了解并掌握相应的商务应用文体的写作格式、内容、写作技巧与方法、语言表达等。

四、理论与实践课程内容与学时分配

课程内容和学时分配表

	内容	课时	小计
Part One: Introduction 商务写作基础介绍	Unit 1: Basics of Business English Writing 商务英语写作基础知识介绍	4	4
	Unit 2: Types of Business Writing 商务英语写作基本文体介绍	4	4
	Unit 3: Notices 通知	4	4
	Unit 4: Invitations 邀请函	4	4

Part Two: Company Routine 公司日常经营写作	Unit 5: Memos 备忘录	4	4
	Unit 6: Minutes 会议记录	4	4
Part Three: Company Publicity 公司对外宣传写作	Unit 7: Company profiles 公司介绍	6	6
	Unit 8: Name Cards 名片	4	4
	Revision	2	2
合计		36	36

Unit 1 Basics of Business English Writing

商务英语写作基础知识介绍

1. **Teaching purpose:** get the students know the basic concepts of Business English Writing.

Ideological and political education objective(课程思政目标): guide students to understand the writing principle of correctness, courtesy and completeness.

2. **Key Points and Important points:** business English, business writing process, business writing principles.

3. **Teaching Methods:** teaching and practicing

4. **Teaching Duration:** 4 periods

5. **Teaching Process**

I. Learning Objectives:

Knowledge, skills, ideological and political goals

- to understand the connotation of business English and business English writing;
- to know the business writing process;
- to know the business writing principles;
- to get an overall comprehension of contemporary communication tools;
- to master some effective business English expressions;
- the business norms and principles of business English writing.

II. Leading-In

Business English Writing

Business English(商务英语) or Commercial English is a special term given to English by non-English speaking nations for international trade. In Britain, it is called Commercial English or Commercial Letter. In the USA, it is usually called Business English, Business Correspondence or Business Letter. Business English is a kind of standard English adapted to specific business purposes. In the global commercial world, business English documents should be written to customers, salesmen, agents, suppliers and many other people concerned. They cover every conceivable phase of business activities.

Business Writing Process (商务写作的步骤) may be summarized as five steps.

First, **preparing** (准备) , involves making it clear about the objective, the reader, and the scope of writing. The objective is the purpose of writing. A careful reader analysis is crucial to achieving the writing objective. It also determines the scope of the writing task. The scope of the writing refers to the kind and amount of information for the reader to understand the objective.

Second, **formatting** (布局) , refers to choosing the format or layout of the document. It involves choosing the right way of presenting the document and making the document more readable. Successful formatting may lead to a favorable attitude of the reader to what is written.

Third, **organizing** (组织) , involves gathering information, sorting details, and making outlines. The information can be gathered from other people, from documents available, or from the Internet. Notes then should be grouped according to the information they have in common. The result of organizing is an outline that will guide the next step of drafting.

Forth, **drafting** (起草) , is the actual writing of the business document. It is considered as the most difficult, however, natural if previous steps have been accomplished.

- A. Bluetooth B. Skype C. Twitter
5. _____ is now considered the most popular and effective instant messaging application in China.
- A. Cell phone B. Wechat C. QQ

III. Formatting

Case 1:

Dear Mr Wright,

Thank you for your letter of October 16 and we are willing to enter into business relations with you. We have been exporting all kinds of art and craft goods for more than 25 years and have many customers and friends throughout Europe and America.

At your request, we are sending you by air the latest catalogue and price list of our products for your reference. If any of the items listed in the catalogue meets your interest, please let us have your specific enquiry, and our quotation will be sent to you without delay.

Sincerely yours,
K. M. Abduah

Task 2

Directions: Read the above sample and answer the following questions.

1. Who is the writer ?
2. What is the purpose for the writing ?
3. What did the recipient inquire ?
3. How does the writer try to reply?

Case 2

Report on Survey of Job Satisfaction

Introduction

In response to Ms. Nagle, the manager's request, the report sets out to analyze the staff's job satisfaction according to the collected questionnaires.

Methodology

A questionnaire survey was conducted to learn about the job satisfaction in our company. 228 employees returned their questionnaires on time. In order to gain more factual figures, the employees were required to fill it anonymously.

Findings

According to the statistics, 72% of the employees are content with their work. Whereas, it was found that the female staff (75%) are more satisfied with their present job than the male staff(63%). In addition, the data showed that payment isn't relevant to happiness. 87% of younger people, aged 20-30, with lower payment expressed their approval. Meanwhile, 52% of the staff, aged 30-40, and 61%, aged 40-50, were more pessimistic. Most of them mentioned the reasons for their dissatisfaction; little chance to get promotion and a poor welfare system. In addition, a number of people suggested having a longer paid holiday to have more opportunity to be with their families and arranging more training courses to update their professional skills.

Conclusion

Based on the findings, it was concluded that most people in our company look at their present job optimistically but there is still space for our company to make some progress.

Recommendation

It would be advisable to readjust the promotion policy and welfare system to stimulate staff to be more enthusiastic about their work.

Task 3

Directions: Read the above sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Notes 注释

In response to 对……回应

questionnaire n. 调查表, 问卷

be content with... 对……满意

payment n. 支付, 报酬

pessimistic adj. 悲观的, 悲观主义的

paid holiday 带薪休假

professional adj. 专业的, 专业性的

readjust v. 再调整

set out 着手, 出发

anonymously adj. 匿名的

whereas conj. 鉴于, 然而, 反之

relevant adj. 有关的, 相关的

promotion n. 晋升

update v. 更新, 使现代化

optimistically adv. 乐观地

stimulate v. 激励, 鼓舞

IV. Useful Expressions

1. Words and Phrases

Words

apply v. 申请

catalogue n. 产品目录

contract n. 合同

currently adv. 目前地

continuously adv. 连续地

discount n. 折扣

deliver v. 送货

employee n. 雇员

ensure v. 保证

expire v. 到期

handle v. 处理

invoice n. 发票

manufacture v. 生产

present adj. 目前的

regular adj. 定期的

specification n. 规格

survey n. 调查

temporary adj. 暂时的

buyer n. 买家

consultation n. 咨询

competitive adj. 竞争的

considerably adv. 很, 相当

chance n. 机会

durable adj. 耐用的

employ v. 雇佣

experienced adj. 有经验的

extra adj. 额外的

formally adv. 正式地

internal adj. 内部的

launch v. 发起, 开办

precisely adv. 准确地

register v. 注册

seller n. 卖家

senior adj. 高级的

transact v. 交易

welfare n. 福利, 幸福

Phrases

business relations 商业合作关系

branch office 分公司

business objective 商业目标

company profile 公司介绍

exchange rate 汇率

market share 市场份额

multi-national 跨国公司

price list 价格单

2. Sentence Structures

- (1) We'd like to express our desire to establish business relations with ...
我们衷心希望与……建立商业合作关系。
establish business relation with ... 与……建立业务往来。
e.g. We are willing to establish business relationship with your company.
我们愿与贵公司建立业务往来。
- (2) Our hope is to establish mutual beneficial trading relations with ...
我们希望与……建立起互利互惠的贸易伙伴关系。
mutual beneficial trading relations 互惠贸易关系
e.g. We look forward to establish mutual beneficial trading relations with you.
我们期待与贵方建立互惠贸易关系。
- (3) We look forward to ... 我们期待……
- (4) We have the pleasure of introducing ... to ...
我们很高兴为……介绍……
- (5) Please send us samples and quote us your lowest prices for ...
请惠寄样品并报你方……的最低价。
- (6) With reference to your letter of..., enquiring for..., we enclose our Quotation No ...
关于您来函询购……, 兹附去第……号报价单给您。
With reference to ... 关于……
e.g. With reference to your letter of March 3, we are glad to learn that you wish to enter into trade relations with our company.
从贵方 3 月份来函, 很高兴获悉你们希望与我们建立贸易伙伴关系。
- (7) The quality of the order must be the same as that of our sample.
所订货物质量须与我方样品相同。
- (8) Your early settlement of this case will be appreciated.
我们将非常感激你方对此事的及时处理。
- (9) We are glad to have finalized/put through/closed/concluded this transaction/business with you. 我们很高兴与你方达成了这笔交易。
finalize v. 完成, 使结束, 使落实
e.g. Let's finalize the proposal.
让我们最后确定提案。
put through 实行, 完成
e.g. These proposals have to be put through several committees.
这些提议必须在几次委员会上通过。
- (10) We trust you will make all necessary arrangements to deliver the goods in time .
我们相信, 你们将作好一切必需的安排, 按时交货。

V. Strategy

Effective Business English Writing

- Improve English writing skills. Use specific words, and avoid clichés, abbreviations, slang, acronyms, technical jargon, and other devices.
- Be careful with metaphors culture-related expressions.
- Don't translate culturally bound idioms or slang from your own language into English.

- Be aware of your contacts' culture and traditions and study how it differs from your own culture.
- Use graphics, visual aids, and forms whenever possible, because they simplify the message.
- Develop your cultural sensitivity and bear in mind that business writing not only involves grammatical and structural correctness, but also is related with the cultural appropriateness in receiver's business environment.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. I was really delighted to hear that you got that job in ABC company. (很高兴得知)
2. Please accept our warmest congratulations on the opening of your branch office. (我们最热烈的祝贺)
3. I am sure that the future will hold much more for you, and this is just the beginning. (大有作为)
4. Customers will be provided with the best service owing to our long experience in the catering business. (凭借)
5. We hope you are satisfied with our goods, and look forward to receiving your further orders. (对……满意)

Task 5

Directions: Read the following sales letter and fill in the blanks with the right expressions according to the Chinese.

Dear Sir or Madam,

I am writing to _____ (咨询) whether your company could offer a course on Business Promotion for our managers.

I saw your _____ (广告) in the South Morning Daily on Saturday, October 7, 2016, and the Business Promotion Training Course (Ref.: QC 101) mentioned in the advertisement might be suitable for us. _____ (我想知道) if it is _____ (可能的) for you to offer a 3-month training course starting before or, at the latest, on Monday, November 5, 2016, for a group of 20. Could you send us some _____ (资料) about the teaching staff and the possible schedule for this course?

I am _____ (期待) receiving your reply.

Yours faithfully,

Carmen Au

Homework:

翻译一下句子:

1. 我们期待与你们的合作愉快而成功。(a happy and successful business relationship)
2. 得知贵公司获得2012年市场销售第一,真让人兴奋。(the first prize in sales)
3. 非常感谢你们对此事的及时处理。(immediate settlement)
4. 我们能为你们提供最优惠价格。(the most favorable price)
5. 我们一定保证及时发货。(prompt delivery)

Unit 2 Types of Business Documents

商务英语写作基本文体介绍

1. **Teaching purpose:** get the students know the basic two types of business documents: business letters and reports.
Ideological and political education objective(课程思政目标): guide students to adhere to the writing principle of correctness, courtesy and completeness.
2. **Teaching Methods:** teaching and practicing
3. **Key Points and Important points:** some effective sentence structures of business letters and reports.
4. **Teaching Duration:** 2 periods
5. **Teaching Process**

I. Learning Objectives

Knowledge, skills, ideological and political goals:

- to know the basic types of business documents: *Business Letters and Business Reports*.
- to know the skills in writing common business letters and reports;
- to master some effective English expressions of business letters and reports;
- To master some effective sentence structures of business letters and reports;
- some more business norms and principles of business English writing;

II. Leading-in

Basic Types of Business Documents

Business Letters (商务信函) are the main means of written communication to establish business relations with the outside world. Business letters are sent out to convey the image of a business organization, therefore they must be presented on quality letterhead paper, with suitable layout, well-structured message, correct use of English and appropriate tone. (课程思政) A typical business letter usually consists of the following elements:

Letterhead (信头): a business letter is usually typed on printed letterhead paper. A letterhead generally contains the following information:

- 1) The name of the company
- 2) Its address and postal code
- 3) Telephone number
- 4) Fax number
- 5) Company website address
- 6) E-mail address
- 7) A trademark or a slogan, etc.

Date (日期): the date is typed below the last line of the letterhead. The format of the date differs from country to country. The common format is either American (Month/Day/Year) or British (Day/Month/Year).

Inside address (信内地址): the address of the person or organization receiving the letter is single-spaced at the left margin. The space between the date line and the address depends on the size of the body of the letter and the space on the paper for you to type the whole letter. The inside address should

be the same as the address on the envelope.

Salutation (称呼) : generally, salutation is written two lines below the last line of the inside address or the attention line (if used). If the letter is addressed to an individual, use that person's courtesy title and last name (Dear Mr. Lanbam.)

Subject line (标题行) : a subject line helps identify the subject of the letter. Although experts suggest placing the subject line two lines below the salutation, many actually place it above the salutation. Use whatever style your organization prefers.

Body (正文) : this is the actual message of a letter. Most business letters are single-spaced with double-line spacing between paragraphs. Some short messages may be double-spaced with indented paragraphs.

Complimentary close (结束语) : typed two lines below the last line of the letter, the complimentary close may be formal (Very truly yours) or informal (Yours).

Signature (签名) : this includes the author, title and department, sometimes, with the organization name.

Reference initials (姓名首字缩写) : the initials of the typist are usually typed two lines below the author's name and title.

Enclosure (on attachment) (附件) : if an enclosure (or attachment) accompanies the letter, a notation to that effect is placed two lines below the reference initials.

Copy notation (副本抄送) : if copies of a business letter have been made for other individuals, a copy notation is typed one or two lines below the enclosure notation (if used). A following colon is optional. Most people prefer to use notations like CC, cc, Cc, (all mean carbon copy).

A Business Report(商务报告) is a detailed and factual account or statement that is used to relay information from one person or a professional group to a certain management. In terms of functions, business reports may be defined into informational reports (信息性报告), analytical reports (分析性报告), and recommendation reports (推荐性报告).

A business report plays a crucial role in business practice as most major or decisive actions are based on it.

Components of Business Reports(报告的组成部分) Business reports are different from other routine letters and memos in that they require a more formal writing style. The following table shows the major sections of a short formal report:

Title/Subject (标题) : title of the report, including subtitle.

Methodology (方法) : a statement about what methods you used to obtain your findings, which mostly can be omitted.

Introduction (介绍) : a statement of the problem discussed in the report.

Findings (调查结果) : a statement of what you found out.

Conclusions (调查结论) : a statement of what your findings mean.

Recommendations (建议) : a statement of what you think should be done as a result of your conclusions.

The longer and more formal a report is, the greater the number of special parts that will be included in addition to the body of the report itself. Apart from the above mentioned sections as the main body in the middle parts, a long formal report may include the front parts in which there are title page, letter of authorization, letter of transmittal, table of contents, lists of figures, tables, and abbreviation, etc, and the back parts, containing references, bibliography, appendices, glossary, index, etc.

Nevertheless, if a report is an informal one for internal communication, it usually can be written in the form of a memo.

Task 1

Directions: Reading and Comprehension.

1. The letterhead may include the following information except for _____.
A. the name of the company B. telephone number C. the name of the recipient
2. Which date is the common American form?
A. 21/07/2016 B. 03/25/2016 C. 18/09/2016
3. Among the following complimentary closings, _____ is the most formal one.
A. Yours very truly B. Yours sincerely C. Best regards
4. _____ is a statement of what your findings mean.
A. Introduction B. Conclusion C. Recommendation
5. An informal report can be the form of _____.
A. letter B. minute C. memorandum

III. Formatting

Case 1:

Mc Farlane Hospital
1500 Main Street'Iowa , City , 1A 52332'(319)555-3113
November 24 , 2010

Melinda Hamilton, Director
Medical Service Division
Health Management Service , Inc 4333 Edgewood, IA52401

REQUEST FOR INFORMATION ABOUT UPGRADING COMPUTER SYSTEMS

Dear Ms. Melinda,

We are interested in upgrading our computer system and would like to know what would best

meet our needs. We will use the following criteria to choose a system:

- 1 .Ability to use our current software and data files.
2. Ability to provide auxiliary services , e. g., controlling inventory of drugs and suppliers,
3. Freedom from down time.

McFarlane has 250 beds for long-term care. In the next five years, we expect the number of beds to remain the same while out-patient care and emergency room care increase.

Could you email me your suggestions at hughhp @ comway.com? We are eager to have the new system installed by Christmas if possible.

Sincerely yours,

Huge Portfield

Huge Portfield
Controller

Encl: Specifications of current system data bases in use.

Task 2

Directions: Read the sample and answer the following questions.

1. What information is given in the heading?
2. What information is given in the inside address ?
3. What's the purpose of the letter?
4. What's the company's criteria in choosing a new computer system?

Notes 注释

medical service division 医疗服务部

health management service 健康管理服务

upgrade v.升级

criteria n.标准

auxiliary adj.辅助的, 附加的

inventory n.存货清单, 清查

monitor v.记录, 监测

vital signs 生命征

insurance form 保险单

out-patient 门诊

emergency n.紧急情况

install v. 安装

specification n.规格

data base 数据库

Case 2:

Slimming-down on the Head Office

Introduction

From March to June, with the instruction of the board, we made a slimming-down on the head office in Seattle. The report is on the slimming-down and our recommendations for future alike action.

Findings

A slow market had led to three overseas plants and one home branch closed since last December, so redundancy occurred in the head office in Seattle, as the management team seemed too big for the shrunken production team.

But layoffs would result in a dispute with the Union. After several attempts of negotiation, a solution was made in September that the redundancies were to be rearranged in different ways so that employees' pensions and developments could be taken into broadest consideration.

Solutions

1. Those (seven) aged above 55 were retired with a sum of pension (\$4,600 per year in the company's service) paid as compensation.
2. Those aged between 45 and 54 were sent to take a 5-week training course of new system of management. After finishing the course, a test was made and the first 24 (35 all together took the test) were sent to plants to strengthen the management. The remaining nine quitted the job with three months salary.

Conclusion

The slimming-down cost time and money, but was worthwhile. With the help of the Union, it was done without too much conflict. It also made staff realize that regular training courses are very important and they are now very eager to take some courses part time.

Recommendation

Such action concerning the staff's interest needs consultation with the Union beforehand.

Task 3

Directions: Read the sample and summarize the writing process.

- Step 1: _____
Step 2: _____
Step 3: _____
Step 4: _____
Step 5: _____

Notes 注释

Slimming-down	n. 缩减, 裁员	pension	n. 退休金, 养老金
head office	n. 总部	retire	v. 退休
redundancy	n. 裁员	compensation	n. 补偿
shrunk	adj. 缩小的	quit	v. 辞职
layoffs	n. 停工, 临时解雇	conflict	n. 矛盾
dispute	n. 争端, 纠纷	beforehand	adv. 事先
rearrange	v. 重新安排		

IV .Useful Expressions

1. Words and Phrases

Words for Letters

anticipate	v. 预期, 期望
appropriate	adj. 合适的, 恰当的
approval	n. 同意, 批准
appreciate	v. 感激
brochure	n. 小册子, 手册
credibility	n. 信任
copy	v./n. 复制/份数
cooperation	n. 合作
consideration	n. 考虑, 照顾
convey	v. 传达, 表达
enclose	v. 把……装入信封, 附入
leaflet	n. 传单, 散页
matters	n. 问题, 要事
optional	a. 可供选择的
perspective	n. 视角, 角度
project	n. 项目
rapproach	n. 友好关系
schedule	n. 时刻表, 进度表, 明细表
upgrade	v. 提升, 升级

Phrases for Letters

In compliance with ... 依据……

Words for reports

objective	n. 目标
crucial	adj. 至关重要的, 关键性的
deductive	adj. 演绎的, 推理的;
file	v./n. 把……归档/文件
findings	n. 调查(或研究)的结果
feedback	n. 反馈
feasibility	n. 可行性
highlight	v. 突出重点, 强调
investigation	n. 调查
inductive	adj. 归纳的
layoff	n. 停工, 临时解雇
methodology	n. 方法
preliminary	adj. 预备性的, 初步的
preconception	n. 先入之见, 成见
pension	n. 养老金, 抚恤金, 退休金
questionnaire	n. 调查问卷
redundancy	n. 裁员, 解雇
recommendation	n. 推荐

Phrases for reports

board of directors 董事会

inform ...of... 告知……	customer service 顾客服务
look forward to ... 期待做……	general manager 总经理
take part in ... 参与……	slimming-down 缩减, 裁员
trial order 试购	take measures 采取措施
purchase order 定单	welfare system 福利体系

2. Sentence Structures

Letters

(1) We are interested in importing your “Victory” camera displayed at Guangzhou Trade Fair. 我们想进口贵方在广州交易会所展出的“胜利”牌照相机。

(2) We thank you and look forward to your enquiries and orders 感谢贵方并盼来函询价及订货。

(3) We hope this is the beginning of a good relationship to our business. 我们希望这是我们双方生意往来的良好开端。

(4) Thank you in advance for your help.

在此先感谢您对我们提供的帮助。

in advance 提前, 在先

e.g. Everyone should submit questions in advance of the meeting.

每个人需在开会前提交问题。

(5) Your favorable cooperation will be greatly appreciated.

对贵方之真诚合作深表谢意。

(6) We appreciate your patronage and hope that the pleasant relationship established between us will continue.

感谢贵方惠顾, 并希望彼此已建立之良好关系继续发展。

(7) We apologize for the delay in replying to your letter.

对贵方来函迟复为歉。

Apologize for... 为……道歉。

e.g. I must apologize for the dreadful mistake I made.

我为我所犯的严重错误深表歉意。

(8) If we can be of further service to you, please do not hesitate to write us.

若我方能够进一步提供服务, 请即示知。

do not hesitate to... 不犹豫地, 迅即地……

e.g. In case of any difficulties, please do not hesitate to contact our Customer Service Department.

如遇到任何困难, 请尽管和我们的客户服务部联系。

Reports

(1) The purpose/objective of this report is to analyze the issues concerning the employment of temporary staff for our company.

这份报告的写作目的/目标是分析关于公司聘用临时工的若干问题。

the issues concerning...关于……的问题、事件。

e.g. The government should appropriately handle the issue concerning the people's livelihood.

政府应妥善解决好人民生活问题。

(2) The report aims to present the data collected for improving our new series products.

这个报告将提供对我们新的系列产品的改进而搜集的一些资料。

aim to...为了……, 目标在于……

e.g. This books aim to cover some important issues of the national economy development.

这本书旨在论述关于国名经济发展中的一些重要问题。

- (3) The following points summarized our key findings. 以下几点总结了我们的主要调查结果。
- (4) The research reveals there is a growing market for these kinds of products. 调查表明这类产品的市场正处于成长期。
- (5) In conclusion, the purchase of new laptops is necessary at present. 总结得出，目前购买新的手提电脑是相当必要的。
- (6) No conclusions were reached regarding the current market situation of the new model. 对该新型号产品的市场现状调查目前仍无定论。
- (7) It is recommended that ABC company negotiate a contract with Smith Trading. 建议 ABC 公司与史密斯贸易公司签订合同。
- (8) We strongly recommended that we take immediate measures to avoid such mistakes happen again. 我们强烈建议采取及时措施以避免此种错误再次发生。

V. Strategy

Four Keys to Effective Business Writing

- Identifying your audience 识别受众: Knowing who makes up your audience is one of your most important responsibilities as a writer. Expect to analyze your audience throughout the composing process.
- Establishing your purpose 表明目的: By knowing why you are writing, you will communicate better and find writing itself to be an easier process. The reader's needs and your goal in communicating will help you to formulate your purpose.
- Formulating your message 组织信息: Your message is the sum of what facts, responses, and recommendations you put into writing. A message includes the details and scope of your communication.
- Selecting your style and tone 选择风格及语调: Style helps to determine how well you communicate with an audience and how well your readers understand and receive your message. Tone expresses your attitude toward a topic and toward your audience. Your tone can range from formal and impersonal to informal and personal.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. 如能尽早回复，不胜感激。(be highly appreciated)
2. 我们希望你们能对货物满意，并期待收到你们更多的订单。(further orders)
3. 我们期待与你们的进一步合作。(further cooperation)
4. 目前我正在进行该项目的调查工作，已取得了下列成绩。(the following achievements)
5. 调查表明这类产品的市场正处于成长期。(a growing market)

Task 5

Directions: Read the following letter and fill in the blanks with the right expressions according to the Chinese.

Dear Mr. North,

- (1) _____ (就您要求为你们的员工提供培训之事),

unfortunately we have had to cancel our January workshop. However, we can include your staff in the December 12th workshop instead if this is convenient.

(2) _____ (我深表歉意) we were unable to inform you of this change earlier, and I hope you will be able to attend at this new date.

(3) _____ (可否) let me know as soon as possible the names of your staff who will be attending on December 12th?

We hope that your staff will find the workshop both useful and informative.

(4) _____ (致以最美好的祝愿).

Yours Sincerely,

Liu Hua

Homework:

请翻译以下句子:

1. You will be glad to know that your request for refunding the goods is granted. (退款)
2. Customers will enjoy the best service provided by our skillful staff. (最优质的服务)
3. We apologize again for any inconvenience. (任何不便)
4. The major findings of the present investigation can be summarized as follows. (总结如下)
5. The recommendation is based on the research I've done in the past three years. (基于)

Unit 3 Notices

通知

1. **Teaching purpose:** get the students know the basic concepts, language style and writing skills of Notice.

Ideological and political education objective(课程思政目标): Guide students to adhere to the writing principle of correctness and completeness.

2. **Key Points and Important points:** language style and writing skills of Notice.

3. **Teaching Methods:** teaching and practicing

4. **Duration:** 4 periods

5. **Teaching Process**

I. Learning Objectives

Knowledge, skills, ideological and political goals

- to understand the connotation of a notice;
- to know the typical types of notices;
- to know the format and the content of a notice;
- to apply some useful expressions in practice;
- to write a satisfactory notice with clear layout and complete content;
- the workplace requirements and ethics for writing notices.

II. Leading-in

About Notices

Notice(通知) is the legal concept describing a requirement that a party be aware of legal process affecting their rights, obligations or duties. There are several types of notices: public notice (or legal notice), actual notice, and constructive notice.

Types of Notices (通知的种类)

Public notice (公告) is a notice given to the public regarding certain types of legal proceedings. Public notices are issued by a government agency or legislative body in certain rulemaking or lawmaking proceeding. One method of notice is publication of a public notice ad in a local newspaper of record. Public notice can also be given in other ways, including radio, television, and on the Internet.

Actual notice (事实通知) is a law term, used most frequently in civil procedure. It is notice (usually to a defendant in a civil proceeding) delivered in such a way as to give legally sufficient assurance that actual knowledge of the matter has been conveyed to the recipient.

Constructive notice (推定通知) is the legal fiction that signifies that a person or entity should have known, as a reasonable person would have, of a legal action taken or to be taken, even if they have no actual knowledge of it. It may not immediately bring the matter to the attention of the individual that is intended to receive the notice.

Notices in Business

A notice in business is usually used to inform the staff, clients or some other people outside companies of some particular information, for example, to inform some instructions, the address changes of a company, some activities to be held, or something lost and found. It can be written

with only key information or in complete sentences. It is usually pinned on a notice board for the employees in the companies. But sometimes, some notices would be directed to the people outside companies. It is featured with an eye-catching title, complete content and brief expressions. (课程思政)

Task 1

Directions: Reading and Comprehension.

1. Notice is the legal concept describing a _____ that a party be aware of legal process affecting their rights, obligations or duties.
A. letter B. requirement C. requesting
2. _____ is used most frequently in civil procedure.
A. Public notice B. Actual notice C. Constructive notice
3. Actual notice convey _____ knowledge of the matter.
A. actual B. rumor C. motive
4. Constructive notice signifies that a person or entity _____ have known.
A. should B. would C. might
5. A notice in business is usually used to _____ some people of some particular information.
A. instruct B. order C. inform

III. Formatting

Case 1:

HR Department Meeting
Tuesday, October 10
3:00 P.M.
Meeting Room 302

Case 2

Notice

All staff in HR Department are requested to meet in the Meeting Room on Tuesday, October 10, at 3:00 P.M. to discuss the arrangement of the recruitment task in Nanjing.

Case 3:

NOTICE

Those who want to join the annual department picnic on Sept. 25 please tell Miley, the administrative secretary, whether you will take part in and how many of you and your family will come before Thursday, September 10.

Case 4:

NOTICE

It is hereby announced that upon the decision of the board of director Ms. Margrette Nasmith is appointed Manager of Marketing Department.

The Managing Director's Office
June 6, 2016

Task 2

Directions: Read the samples and answer the following questions.

1. How is the second notice different from the first notice?
2. Where can you find the name of the issuer of the notice?
3. When would the staff who want to join the department picnic tell the administrative secretary?
4. Who will be the manager of Marketing Department?

Case 5:

Notice

The lady who bought a Tissot watch Model T 17.1.586.52 from Tissot Counter on the evening of February 3 has been overcharged through an accounting error. Will she please contact the Manager's Office to be refunded?

Manager's Office

Case 6:

Found

An silver ipad, Mini 4 was found. Will the owner come to the Lost and Found to claim it?

Lost and Found Office

Case 7:

VOLLEYBALL

Marketing Dept. Vs. Financial Dept.

Time: 4:00 p.m. , June 23

Place: Fengying Gymnasium

Admission free

Case 8:

Removal

Effective from June 1, 2017, the address of Lilian Bookstore will move to 56 Zhongshan Road, Xiamen, the new telephone number will be 0592-23875953.

Lilian Bookstore

May 10, 2016

Task 3

Directions: Read the Case 7 and Case 8 and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

IV .Useful Expressions

1. Words and Phrases

announce	v. 宣布	hereby	adv. 特此
contact	v. 联系	lecture	n. 讲座
effective	adj. 有效的, 生效的	relocate	v. 迁移, 重新安置
establishment	n. 建立	removal	n. 搬迁, 移走
gymnasium	n. 体育馆	require	v. 要求

Phrases

admission fee	入场费	Administration Department	行政部
as follows	如下	Advertising Department	广告部
be appointed	被任命为	Business Office	营业部
clearance sale	清仓甩卖	General Accounting Department	财务部
due to	由于	Human Resources Department	人力资源部
inform ... of ...	告知	International Department	国际部
make reservation	预定	Planning Department	企划部
meeting hall	会议厅	Product Development Department	产品开发部
take over	接管	Sales Department	销售部

2. Sentence Structures

- (1) It is hereby announced that ... 谨此宣布……, 特此通知……
announce v. 宣布, 宣告, 公布
e.g. The airport staff announced that his flight was delayed.
机场工作人员通知他所搭乘的航班晚点了。
- (2) This is to notify that... 现将……通知如下
notify v. 通知, 告知
e.g. She will notify us how to accomplish the task.
她将通知我们如何完成这个任务。
- (3) All staff are required to be present on time. 全体员工都要准时出席。
- (4) All staff are requested to ... 所有员工必须……
request sb. to do sth 要求某人做某事
e.g. The students are requested not to leave the examination classroom before 11:30 a.m.. 学生在 11 点半之后才能离开考场。
- (5) All ... are welcome. 欢迎大家的参与。
- (6) You are welcome to make your choice. 欢迎惠顾。

V. Strategy

Tips for Writing Effective Notices

- State the matter 介绍事件: The matter should be stated clearly in the first line of the notice or in the first paragraph of the letter so that readers can easily get the major information about the notice.
- Specify details 提供具体细节: If the notice is directed to people outside the company, usually the issuer and the issue time would be given in the notice.
- Provide the issuer and issue time if necessary. 提供落款和发布日期: The related details about the particular kinds of notices should be clearly included. The detailed information usually involves the particular activities, the people to take part in the activities, the time and place the

activities will take place, the new address or new phone number of a company, the features or specifications of something lost, etc.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. There will be a training course about how to persuade clients. (培训课程)
2. All the staff relating to dealing with orders should be in the meeting hall at 10 a.m.. (处理)
3. FLN is proud to announce the opening of a new chain store on Sunday, November 22 at Zhongshan Road. (连锁店)
4. All the goods are sold at thirty percent discount. (打折扣)
5. We are happy to announce the new opening of our new branch company. (分公司)
6. 请所有员工于本周五早上十点钟到第二会议厅开会。(all staff)
7. 董事会决定任命托尼·布朗姆先生为产品开发部经理。(appoint)
8. 请拾到者把钱包交到失物招领处。(Lost and Found)
9. 所有产品打八折。(discount)
10. 欢迎各位员工带家属参加本次圣诞节活动。(be welcome)

Task 5

Directions: Read the following notice and fill in the blanks with the right expressions according to the Chinese.

Lecture	
Sponsored by 1 _____	(心理咨询协会)
Topics: 2 _____	(情绪管理)
Speaker: 3 _____	(北京师范大学聂振伟教授)
Time: 4 _____	(2017年10月21日下午三点到五点)
Place: 5 _____	(金陵图书馆三楼会议厅)

补充资料:

缩略形式:

- | | | | | | | |
|-----------|------|-------------|------|--------|-----------|------|
| ● Sun. | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. |
| ● Jan. | Feb. | Mar. | Apr. | May | Jun./June | |
| Jul./July | Aug. | Sept./Sept. | Oct. | Nov. | Dec. | |

Homework:

1. Directions: Write a notice for the General Manager's Office, including the following information.

The company is to hold a meeting in the Meeting Hall to discuss the reform proposals on Thursday, July 18, at 2:30 p.m. All staff are required to attend the meeting.

2. 根据中文写出英文对应的英文:

(1) 宣布 v.

- (2) 有效的 adj.
- (3) 搬迁 n.
- (4) 如下
- (5) 告知
- (6) 预定
- (7) 会议厅
- (8) 销售部
- (9) 运营部
- (10) 人力资源部

Unit 4 Invitations

邀请函

1. Teaching purpose: get the students know the concepts, writing skills and language characteristics of Invitations.

Ideological and political education objective(课程思政目标): Guide students to establish a correct view of invitation, and be aware of different ways of making replies to invitations.

2. Key Points and Important points: formats and language styles of invitation.

3. Teaching Methods: teaching and practicing

4. Teaching Duration: 4 periods

5. Teaching Process

I. Learning Objectives:

Knowledge, skills, ideological and political goals:

- to understand the connotation of an invitation;
- to know the typical types of invitations;
- to know the format and the content of an invitation;
- to apply some useful expressions in practice;
- to write a satisfactory invitation with clear layout and complete content;
- the workplace requirements and ethics for writing invitations.

II. Leading-in

About Invitation

An **invitation**(邀请函) is a letter asking the recipient to attend some occasions or events, such as celebration of the anniversary of a company, a reception or a wedding. It is typically kind of formal writing in the third-person language. It says that the hosts wish for the recipient to attend occasions or events and gives the date, time and place. It is usually sent out to some days or even several weeks before the dates of the occasions or events.

Types of Invitation

Formal invitations are written to invite recipients to attend formal occasions in an cordial tone. They state the nature of the event, name of the host(s), and specify the necessary practical information about the date, time and place of the occasions. Formal invitations have strict layout. They often require a reply with RSVP(please reply) and phone numbers at the bottom. Some have “Regrets Only” and phone numbers, meaning those who are unable to attend are required to reply. They are typed on good quality paper or cards, and often specially printed and enclosed in envelops.

Informal invitations are issued by word of mouth or by hand-written letter. An invitation letter provides with the name of the host, the date, time and place of an occasion, and expresses warm welcome. This kind of letter are more personal. The form is flexible. The tone is usually casual and there is no set form for these invitations.

Making Replies to Invitations

When you receive an invitation, you should make a response to it. You may accept it

or decline it. Formal invitations should be answered formally. Informal invitations can be answered informally or orally. (课程思政)

Task 1

Directions: Reading and Comprehension.

1. An invitation is typically in the _____ language.
A. first-person B. second-person C. third-person
2. Formal invitations are written in an _____ tone.
A. free B. cordial C. casual
3. Formal invitations are usually _____ on the cards.
A. printed B. handwritten C. enclosed
4. The form of informal invitations is _____ .
A. strict B. free C. flexible
5. Formal invitations should be answered _____ .
A. formally B. informally C. orally

III. Formatting

Case 1:

On the occasion of *20th* Anniversary of
the founding of New Orange Company
The CEO, Mr. and Mrs. Huang Jiehan
would like to invite
Mr. and Mrs. Hans Green
to a reception on Wednesday, November 1, 2016
from 11:00 to 13:00 at the Jieyang Guest House

Case 2:

Dear Mr. Jones,

Will you and Mrs. Jones have dinner with us here on Monday, March 6, at 11:30 a.m.? It would be a great pleasure to see you, and we do hope you can come.

Yours faithfully,
Mr. Bill Davis

Case 3:

Dear Mr. Jones,

Will you and Mrs. Jones have dinner with us here on Monday, March 6, at 11:30 a.m.? It would be a great pleasure to see you, and we do hope you can come.

Yours faithfully,
Mr. Bill Davis

Task 2

Directions: Read the samples and answer the following questions.

1. Why do Mr. and Mrs. Huang Jiehan invite Mr. and Mrs. Hans Green?
2. When is the reception?
3. For what does Mr. Bill Davis invite Mr. and Mrs. Jones?
4. How are the two invitations different in form?

Notes 注释

founding	n. 成立	Guest House	贵宾楼
occasion	n. 场合, 时机	reception	n. 招待会

Case 3:

A formal invitation

Mr. and Mrs. Xie Bolin
request the pleasure of the company of
Mr. and Mrs. Roger
at dinner at 7:00 p.m. on Friday, 20 October
at the Holiday Inn

R.S.V.P
Tel. 12345678
(regrets only)

Case 4:

A reply to formal invitation

Mr. And Mrs. Roger
accept with pleasure
Mr. and Mrs. Xie Bolin
invitation to dinner
at 7:00 p.m. on Friday, 20 October
at the Holiday Inn

Task 3

Directions: Read Case 3 and summarize the writing process.

- Step 1: _____
- Step 2: _____
- Step 3: _____
- Step 4: _____
- Step 5: _____

Notes 注释

request the pleasure of the company of	恭请光临
accept with pleasure	乐意接受

IV. Useful Expressions

1. Words and Phrases

Words

anniversary n. 周年
celebration n. 庆祝会
cordially adv. 热诚地
occasion n. 场合
pleased adj. 高兴的
presentation n. 展示会
summit n. 峰会

banquet n. 宴会
company n. 陪伴, 陪同
dinner n. 晚宴
engagement n. 约定, 约会, 订婚
presence n. 出席
previous adj. 先前的, 以前的
workshop n. 研讨会

Phrases

be delighted to 很高兴
buffet party 自助餐会
farewell party 告别会
in honor of 为向... ..表示敬意
on that particular day 那天
ribbon-cutting ceremony 剪彩仪式

because of 由于
closing ceremony 闭幕式
in the near future 在不久的将来
on behalf of 代表
opening ceremony 开幕式
welcoming party 欢迎会

2. Sentence Structures

(1)...(Host or/and hostess) request(s) the pleasure of the company of ... (guests) at reception/dinner/... at ... a.m./p.m. on ...(date) at ...(place)

.....恭请.....于某年某月某刻光临.....参加招待会/宴会

request the pleasure of the company of... 恭请某人参加.....

e.g. Mr. and Mrs. Liu Tangde request the pleasure of the company of Mr. and Mrs. Harry Davis at dinner at 6:30 p.m. on Sunday, January 1, 2017 at Beijing Grand Hotel.

刘唐得夫妇恭请哈里·戴维斯夫妇参加2017年1月1日(星期日)下午6:30在北京大酒店的宴会。

(2) ... request(s) your presence at敬邀光临.....

e.g. Mrs. Guo Fangfang requests your presence at the opening ceremony of the ABC Training Company. 郭芳芳女士敬邀光临ABC培训公司的开幕典礼。

(3) ... Accept(s) with pleasure sb's invitation to非常乐意接受某人的.....邀请。
with pleasure 非常乐意

(4) You are cordially invited to a敬请光临.....

(5) I am so sorry that ... 很抱歉.....

e.g. I am so sorry that I cannot come to the reception. 很抱歉我不能参加这次招待会。

(6) We do hope you can ... 希望您能.....

e.g. We do hope you will be able to present on this occasion. 希望您能出席这次场合。

V. Strategy

Tips for Writing Effective Invitations

- Decide on the form of the invitations 决定邀请函的形式: the forms of the invitations refer to the formal or informal style. For some occasion with social functions, the invitation should be written in formal style with strict format. For personal invitations, the form can be flexible.
- Follow the format 按邀请函的格式书写: Formal invitations should follow the format of providing the purpose of the invitation, the name(s) of the inviter(s), the expressions of inviting, the name(s) of the invitee(s), and the particular information of the date, time and place of the occasion.
- Reply 回复: A reply is needed, no matter you accept the invitation or refuse it. The

language ought not to be ambiguous or causing some misunderstanding. Formal invitations should be answered formally. Informal invitations can be answered informally or orally.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Mrs. Erica Burns requests the pleasure of the company of Mr. Hengdong to a banquet to be held at Pearl Hotel on Friday, December 2 at 7 p.m.. (宴会)
2. We shall be delighted if you will attend the conference. (高兴)
3. I shall be pleased to accept your invitation to the product exhibition of Xingda Automobile Company. (产品展示会)
4. Much to my regret, I am unable to accept your kind invitation. (抱歉)
5. Unfortunately, I have another engagement on that day. (约会)
6. 我们诚挚地邀请你来担任本次展销会开幕式的主持人。(exhibition)
7. 我们期待您与尊夫人的光临。(participation)
8. 我们很乐意接收您的邀请。(invitation)
9. 谢谢您邀请我们参加鸡尾酒餐会。(cocktail party)
10. 很抱歉，由于既定的行程，我无法参加这次新产品发布会。(previous schedule)

Task 5

Directions: Read the following invitation letter and fill in the blanks with the right expressions according to the Chinese.

Dear Mr. Wilson:

I am writing 1 _____ (代表) Mrs. Sandra Williams, General Manager. It 2 _____ (本想) to join you at the 3 _____ (招待晚会) at Casablanca Hotel on February 16. Unfortunately, 4 _____ (由于之前的约定), she will not be able to join you. Thank you for your invitation. We hope 5 _____ (晚会取得巨大成功).

Sincerely yours,
Liza
Assistant Manager

补充资料:



To: The consulate of P.R. of China Date: Jan. 14th, 2011

Jeddah, Saudi Arabia

Attn: Visa Section

Invitation Letter

Your excellency,

We have the pleasure to invite Mr. **MOHAMED ABDULLAH SALEM** in relation to business collaboration between our two companies. During his stay in China he will be visiting various factories in different cities for further exploring new products into the foreign market. We would appreciate if you could grant Mr. Mohamed a one-year multiple business visa under our full responsibility duration of each stay 60 days.

Herein is the details:

Name: MOHAMED ABDULLAH SALEM

Passport No.: 03553000

Birth date and place: 15-04-1960 YEMEN

Passport issued date and place: 05-04-2010 JEDDAH

Expiry date: 04-04-2016

Nationality: Republic of Yemen

We, therefore would be very grateful if you could kindly issue VISA to our VIP client at your earliest convenience, thank you!

Yours sincerely,

Homework:

Directions: Write a formal invitation including the following information.

Occasion: reception of 15th anniversary of the founding of KEP Group

Inviters: Mr. Alfred Wang, the President

Invitees: Mr. and Mrs. Barton Smith

Exact date and time: at 9:00 a.m. on August 27

Place: Maple Hall, KEP Group Building

Tips: on the occasion of... 正值……之际

request the pleasure of 恭请

Unit 5 Memos

备忘录

1. Teaching purpose: get the students know how to write memos.

Ideological and political education objective(课程思政目标): guide students to understand the significance of memos and cultivate professional ethics of being friendly.

2. Key Points and Important points: the format and the content of a memo; how to write a satisfactory memo with correct layout, complete content and key information.

3. Teaching Methods: teaching and practicing

4. Teaching Duration: 4 periods

5. Teaching Process

I. Learning Objectives

Knowledge, skills, ideological and political goals:

- to understand the connotation of a memo;
- to know the typical types of memos;
- to know the format and the content of a memo;
- to apply some useful expressions in practice;
- to write a satisfactory memo with correct layout, complete content and key information;
- the workplace requirements and ethics for writing memos.

II. Leading-in

About Memos

A **memo** (备忘录), short for memorandum, is a piece of business document used in a organization for internal communication to inform new information or request the audience to take an action. Memos are passed between colleagues or departments in a company, but not going outside it. Compared with business letters, it is featured with simple format, brief style and friendly tone. (课程思政)

Types of Memos (备忘录的种类) Memos are frequently used in interoffice communication. According to their functions, memos can be classified into three types:

Procedure and information memos (程序和信总备忘录) are also known as directive memos. They usually flow downward from the management to the individual employees, stating company policies and procedures for the colleagues to follow.

Confirmation memos (确认备忘录) are to confirm or remind people of what has been decided or informed before as it may be subject to misinterpretations or disregarded by some people.

Request and reply memos (请求和应答备忘录) are the most common interoffice memos. Request memos may ask for opinions on certain policies, request recipients to attend a meeting, use less paper or change a procedure and so on. Reply memos respond to requests by providing a feedback on an issue, or a reaction to a situation.

Content of a memo (备忘录的内容) Memos usually serve the purposes of conforming information, giving instructions, notifying events which occurred, or offering ideas and suggestions. Generally, an effective memo involves two parts: the heading and the memo message. The heading consists of

the recipients' names and job titles, the senders' names and job titles, date of issuing the memo, and the subject of the memo. The memo message, the major part of a memo, starts with the statement of the purpose of the memo in a concise and direct way. Then it elaborates the details briefly in order of importance. For being read easily and passed along rapidly, the message should be kept short and to-the-point, usually at most two pages. The message usually ends with an urge for action. If there is any attachment, it can be put at the end of the memo.

Task 1

Directions: Reading and Comprehension.

1. Which of the following statements is correct?
 - A. Memos play an important role in keeping the different parts of a company in touch.
 - B. Memos are generally more formal in style and tone than business letters.
 - C. Memos are used to transmit information between colleagues or departments within and outside the company.
2. Request memos are used _____.
 - A. to remind people of what has been decided or informed.
 - B. to obtain approval for attending a meeting, using less paper, and so on .
 - C. to state company policies and procedures for the colleague to follow.
3. A good memo body usually carries the following feature(s): _____.
 - A. be brief and clear
 - B. use conversational tone
 - C. both A and B
4. The memo message is usually _____ pages at most.
 - A. one
 - B. two
 - C. three
5. The final step of an effective memo lies in _____.
 - A. getting attention
 - B. proving benefits
 - C. motivating action

III. Formatting

Case 1:

Memo

To: Department managers
From: Lucy , training manager
Date: March 23 , 2016
Subject: The second session of online training program

We are arranging the second session of online training program next week. Trainees should follow the rules:

1. The trainees should attend the training on time.
2. Everyone need to familiarize themselves with the online chat function and whiteboard option before the training.
3. Before each class, the trainees need to do their reading assignments and to complete the exercises assigned on the online forum.
4. After class, everyone need to go over the training content.

I hope everyone enjoy the training.

Task 2

Directions: Read the sample and answer the following questions.

1. What is the memo about?
2. Is it a procedure memo, confirmation memo or request memo?
3. Whom is the memo addressed to?
4. Which department does Lucy probably work in?

Notes 注释

trainee n. 培训生; 实习生

whiteboard n. 白色书写板

option n. 选项

assignments n. 作业

forum n. 论坛; 讨论会

Case 2:

Memo

To: Golden Marxon

Prom: Jane Tam, Chairperson

Date: September 8, 2006

Subject: Formal Counseling Session Following-up Memo

This is a follow-up to our formal counseling session held on August 22, 2006. Attached is the Action Plan, the outline of which we discussed in our meeting. You expressed some concerns about my expectations, but I am confident that if you apply yourself you will be able to meet them.

I will meet with you weekly for the next month to see how things are progressing. After that we will meet as needed, and will have a regular meeting at least once a month. If you find that you need assistance in implementing the Action Plan, please let me know so that we can discuss any problems that you are having.

Thank you for your cooperation and I hope the Action Plan will be of assistance to you.

Attachment

cc: Health Science Human Resources

Task 3:

Directions: Read the sample and summarize the writing process.

Step 1: _____

Step 2: _____

Step 3: _____

IV. Useful Expressions

1. Words and Phrases

Words

assistant n. 助理

annual a. 年度的; 每年的

branch n. 分支; 分部

feedback n. 反馈

implement v. 实施; 执行

instruct v. 告知; 通知

inter-office a. 各办公室间的
Personnel n. 人事部门
progress n. 发展; 前进
staff n. 职员

memorandum n. 备忘录
proposal n. 建议
query n. 疑问
urge v. 催促

Phrases

ASAP (short for "as soon as possible") 尽快
carbon copy (cc) 扫描
inform ... of ... 告知
in progress 正在进行; 在发展中
as of 从……起

boil down to 归结为
company director 公司主管
arrange for 安排
take action 采取行动
services department 客服部

2. Sentence Structures

(1) Please inform/notice... 请通知/注意……

e.g. Please inform each factory and ask them to cancel all other appointments.
请通知各工厂取消所有其他预约。

(2) I'd like to remind you of/that ... (or I'm writing to remind you that ...)我想提醒你

e.g. I'd like to remind you of a new corporate policy. 我想提醒你一项公司的新政策。

(3) You are required to/that ... 你需要……

e.g. You are required to pay attention to the operation of the multimedia system.
你需要注意多媒体系统的操作程序。

(4) In relation to ... (or with reference to ...) 关于; 涉及

e.g. In relation to the above-mentioned case, we have made the following decision.
关于上述提及到的问题, 我作出以下决定。

(5) I would like you to ... ASAP . 希望您尽快……

e.g. I would like you to give me a satisfactory solution to the low efficiency ASAP.
请尽快就如何提高生产效率的问题给我一个满意的解决方案。

(6) I'm here to confirm... 我确定……

e.g. Further to our meeting on the new product launch, I here to confirm the actions to take. 我确定就新产品发布会采用相关措施。

(7) I have investigated ... 我已调查……

e.g. I have investigated the accident yesterday as requested in your memo of May 4.
如你5月4日备忘录中所要求的, 我已对昨天的事故进行了调查。

(8) I would appreciate it very much if you ... 如果您……我将不尽感激。

V. Strategy

Tips for Writing Successful Memos

- Identify the topic. 确定主题: The subject line identifies the topic of the memo. It helps readers get the main idea in an easy way. Noun phrases or verb phrases are preferable as a subject.
- Specify details. 提供具体信息: The memo message presents the detailed information concisely. It consists of opening, body and ending. For an easy reading, highlight devices are used to keep the message in good order. In most cases, memos are written in informal ways. A more conversational tone or style of language is getting popular in writing memos.
- Present expectations 提出期待: Request memos usually end with feedbacks, responses to situations, or calls for actions.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Everyone needs to familiarize themselves with the online chat function and whiteboard option before the training. (熟悉)
2. The board urgently requires feedback on our experience with PCs in China. (反馈)
3. You expressed some concerns about my expectations, but I am confident that if you apply yourself you will be able to meet them. (努力)
4. Should there is any query and doubt on these reminders, please feel free to let me know at any time. (疑问)
5. We will meet as needed, and will have a regular meeting at least once a month. (例会)
6. 请鼓励你们的员工出席会议。(session)
7. 旅行安排需经总公司确准。(confirmation)
8. 我想确切知道采取什么行动。(take action)
9. 我想提醒你, 原定下周的董事局特别会议将延期到五月二日。(remind)
10. 请敦促他就此事进行调查, 并给我一个满意的答复。(urge)

Task 5

Directions: Read the following memo and fill in the blanks with the right expressions according to the Chinese.

Memo

To: All the staff of ABC Company

From: Lucy, Logistics Department

Date: May 23rd, 2016

Subject: Checking on Air Conditioners

The company requires a 1 _____ (反馈) on the qualities of the new air conditioners and 2 _____ (要求我向后勤部提交报告。) 3 _____ (希望你们为我提供一下信息):

- (1) How many hours do you actually use it per day?
- (2) How much electricity does it consume per day?
- (3) What are you disappointed with when using the AC?
- (4) What special advantages do you find when using the AC?

Please e-mail the information to my mailbox: Lucy ABC. Com before 6:00 on May 26th.

4 _____ (感谢你们的友好合作。)

Homework

Directions: Write a memo according to the given situation.

Unit 6 Minutes

会议纪要

1. Teaching purpose: get the students know the basic concepts, writing skills and language characteristics of Minutes.

Ideological and political education objective(课程思政目标): guide students to establish the concept keeping accurate, objective and having the right attitude.

2. Key Points and Important points: format and content of minutes writing.

3. Teaching Methods: teaching and practicing

4. Teaching Duration: 4 periods

5. Teaching Process

I. Learning Objectives

Knowledge, skills, ideological and political goals:

- to understand the connotation of a meeting minute;
- to know the format and the content of minutes;
- to apply some useful expressions in practice;
- to acquire the ability to take minutes with correct layout and sufficient information.
- the workplace requirements and ethics for writing minutes.

II. Leading-in

About meeting minutes

The meeting serves as an important venue for discussing and solving issues in organizations. A **minute** (会议记录) is a piece of written record that summarizes the basic contents of a meeting for future reference or research. According to different degrees of formality, recording styles and holding time of meetings, minutes vary from one organization to another.

Content of a minute (会议纪要的内容) Minutes are official records of the proceedings at the meetings. Taking minutes is a common practice for secretaries. The secretary may note down the major points of a discussion and every decision at a meeting. The content of effective minutes usually involves the following three parts. First, the opening part. To be clear, the minutes of any meeting should contain the basic facts: the name of the meeting, the time, date and place, the presiding officer, and a record of attendance; second, the main body of the minutes. In this part, minute takers need to summarize a reference to the minutes of the previous meeting, the reports by officers, old and new business, resolutions, the date and agenda of next meeting, the adjournment time, etc. In the final part, minute keepers need to sign their names. Good minutes should be brief, concise, clear and objective.

(课程思政)

Preparation for minute writing (会议纪要写作过程) Before the meeting, reviewing the agenda is an necessary step to get a rough idea about the meeting. With the help of the agenda, it is possible to make an outline of major topics to be discussed. During the meeting, secretaries need to take notes in their own ways. It is necessary for a minute-writer to make a draft of minutes immediately after the meeting while everything is still fresh in the mind.

Task 1

Directions: Reading and Comprehension.

1. A minute is a written _____. A. letter B. mail C. record
2. _____ are the minute keepers. A. The officers B. The secretaries C. The presidents
3. _____ is not involved in an effective minutes.
 - A. The recording time of minutes
 - B. The time of the meeting
 - C. The time of next meeting
4. Good minutes should be short, clear and _____.
 - A. in detail
 - B. objective
 - C. impartial
5. Which of the following statements is incorrect?
 - A. Minutes are just a repetition of what was said in a meeting.
 - B. Reviewing the agenda is a necessary step before the meeting.
 - C. Minutes are records of what has taken place, it should be written in past tense.

III. Formatting

Case 1:

Minutes of the Year-end Sales Meeting of the Fire Charger Exporting Co., Ltd

Date: December 25, 2004

Present: Dr. Owen Smith (Chair), Bruce Li, Carl Black,
LeoBrown, and Angel Wang

Apologies for absence: Susan Tim

The year-end sales meeting of Fire Charger Exporting Co., Ltd was held at the Meeting Room 301, 1:30 p.m., December 25, 2004. The meeting was called to order and presided over by Dr. Owen Smith, president.

Old business

None

Sales manager's report

Bruce Li, Sales Manager, reported the year-end sales of 100, 000 items, 12,400 out of the planned amount. Total revenue was \$ 280,000.

Staff report

Carl Black presented the report of the marketing expenditure. A trial advertising was to released on January 25, 2005.

New business

It was moved by Leo Brown, seconded by Angel Wang, that about \$3,000 will be spent on the promotional efforts on the target market located in Argentina.

Adjournment

The meeting was adjourned at 4:00 p.m.

Respectfully submitted, Eagles Samuel

Secretary

Task 2

Directions: Read the sample and answer the following questions.

1. Who were absent in the meeting?
2. What step will the company take to promote their commodities in Argentina?
3. When was the meeting be adjourned?
4. Whom was the meeting seconded by?

Notes 注释

expenditure n. 开支

second v. 支持, 赞同

adjournment n. 休会, 闭会

Case 2:

Minutes of the Meeting of the IMPROVEMENTS COMMITTEE

The Foster Lash Company, Inc.

October 8, 2010

Presiding: Patricia Stuart

Present: Mike Negron

Sheila Glun

Ellen Franklin

Samuel Browne

Lisa Woo

Absent: Fred Hoffman

Gina Marino

The weekly meeting of the Improvements Committee of the Foster Lash Company was called to order at 11 a.m. in the conference room by Ms. Stuart. The minutes of the meeting of October 1 were read by Mr. Negron and approved.

The main discussion of the meeting concerned major equipment that should be purchased by the end of the year. Among the proposals were these:

Ms. Woo presented information regarding three varieties of office copying machines. On the basis of her cost--benefit analysis and relative performance statistics, it was decided, by majority vote, to recommend the purchase of a CBM X-12 copier.

Mr. Browne presented a request from the secretarial staff for new PCs. Several secretaries have complained of major and frequent breakdowns of their old machines. Ms. Franklin and Mr. Browne are to further investigate the need for new PCs and prepare a cost comparison of new equipment versus repairs.

The committee will discuss the advisability of upgrading account executives' personal computers. The report will be presented by Sheila Glun at the next meeting, to be held on October 15, 2010, at 11:00 a. m. in the conference room.

The meeting adjourned at 11:45 a. m.

Respectfully submitted,
Ellen Franklin, Secretary

Task 3

Directions: Read the sample and summarize the main points of the meeting.

1. _____
2. _____
3. _____

Notes 注释

call to order 开会; 保持秩序

cost-benefit analysis 成本效益

IV. Useful Expressions

1. Words and Phrases

Words

agenda n. 议程	adjourn v. 休会; 延期
adjournment n. 休会; 延期	approve v. 批准
committee n. 委员会	consensus n. 一致意见
decision n. 决议	executive a. 执行的; 实行的
minutes n. 会议记录	preside v. 主持
proposal n. 建议	submit v. 提交
unanimously adv. 全体一致地	vote v. 投票

Phrases

articles of association 公司章程	attendance list 出席名单
casting vote 决定票	extraordinary meeting 特别会议
new business 新议题	take minutes 做会议记录

2. Sentence Structures

- (1) The attendance included... 参会人员有……
attendance 出席人员, 参会人员
eg. There was a large/small attendance at the meeting. 出席本次会议人数较多/较少。
- (2) The meeting was presided over by ... (sb. presided over the meeting.) 本会议由……主持。
eg. They asked if I would preside over the committee meeting.
他们问我是否主持委员会会议。
- (3) The chairman called meeting to order. 主席宣布开会。
call ... to order 宣布开会
eg. The regular meeting was called to order by Li Chen at 14:00. 常务会于下午 14 点由李晨宣布开会。
- (4) The minutes of last meeting were approved and signed. 上次的会议记录已通过并签署。
- (5) The meeting was moved by ... and seconded ... by ...
决议是由……作出的, 得到了……的附议。
eg. The meeting was moved by Mr. Liu and seconded by all the present members. 会议由刘经理作出决议并得到了全体与会成员的附议。
- (6) Several appointments and dismissals were announced at the meeting. 会上作出了几项任免。
- (7) ... was approved unanimously ... 一致批准, 通过。
eg. His proposal was approved unanimously by the delegates.
他的提案得到了与会代表的一致通过。
- (8) The next meeting was scheduled for ... (It was agreed that the next meeting would be held on ...) 下次会议将在……召开。
eg. The next meeting scheduled for 20 December will be postponed because of the coming Christmas. 由于圣诞节原因, 下次会议推迟将于 12 月 20 日召开。
- (9) The meeting was adjourned at 15:00. 休会时间是下午 15:00.

V. Strategy

Tips for effective minutes taking

- Present the basic situation of the meeting. 呈现会议基本情况: Use headings, sub-headings or bullet points. Keep the basic information of the meeting in good order.
- Record the proceedings. 记录会议主要内容: Minutes serve as an objective record of proceedings of the meeting. Secretaries are not allowed to put personal opinions and comments in the minutes. Minutes must be accurate, brief avoiding any unnecessary information. The reports given by officers; old and new business; resolutions, etc are involved clearly in minutes. Use passive voice and formal words to state the events.
- Provide signature of the recorder 提供记录人签名: Minutes are usually taken by secretaries who will not speak at the meeting. The ending includes complimentary close “respectfully submitted”, the handwritten and typewritten signature of the secretaries.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. The project was moved by Brown, seconded by Johnson. (提议)
2. Carl Black presented the report of the marketing expenditure. (市场营销支出)
3. About \$3,000 will be spent on the promotional efforts on the target market located in Argentina. (促销工作)
4. The main discussion of the meeting concerned major equipment that should be purchased by the end of the year. (关于)
5. On the basis of her cost---benefit analysis and relative performance statistics, it was decided, by majority vote, to recommend the purchase of a CBM X-12 copier. (相对性能统计数据)
6. 会议在会议室举行, 由史密斯先生主持。(preside over)
7. 会议于下午 14: 50 分休会。(adjourn)
8. 会上作出几项任免。(appointments and dismissals)
9. 上次会议的记录已宣读并通过。(approve)
10. 总经理无权作出此项决议。(decision)

Task 5

Directions: Read the following minutes and fill in the blanks with the right expressions according to the Chinese.

Minutes of the First Session of This Year's Sales and Marketing Meeting The Foster Lash

Date: May 8, 2010

Time: 8:00

1 _____ (出席者): Dr. David Luk; Peter Negron; Mr. Eric Franklin; Samuel Browne; Lisa Woo

Absent with apologies: Mr. David Reeves; Fred Hoffman

Topic: introducing a new marketing strategy

The meeting 2 _____ (召集) to order and 3 _____ (主持) by Dr. David Luk, the dean of the department in the conference room.

Peter Negron urge to improve the content on the websites, hire a web content manager to oversee this content to make sure that whatever information is up to date and to make sure that there is always something new for customers to read. He introduced to create a online community where customers can come to write blogs about their experiences, ask questions in forums and to chat online with new team of online customer service representatives. He decided that it's time to make the move from print to digital.

4 _____ (他的提案得到了与会代表的 一致通过。)

The next meeting 5 _____ (将举行) on June 15, 2010, at 11: 00 a. m. in the conference room.

The meeting 6 _____ (休会) at 11:45 a. m.

7 _____ (提交), Lisa Woo, Secretary

补充资料:

部门例会会议纪要

部门: _____ 时间: _____年____月____日

会议名称	主持人		
会议地点	记录人		
参会人员			
会议内容			
会议传达学习了…… 会议指出…… 会议强调……			
会议决议			
会议听取了…… 会议确定…… 会议原则同意……			
会议总结			
跟踪和落实…… 协助完成…… 参加……会议			
交办事项			
序号	详细内容	负责人	截止日期

会议纪要

编号: 2030007

会议名称	蜀汉集团市场部年终总结暨表彰大会		
主题词	市场部 年终总结 表彰		
会议时间	2030.12.12 14:00	会议地点	集团大厦 1201 会议室
主持人	刘 备	记录人	诸葛亮
参会人员	刘备、诸葛亮、关羽、张飞、赵云、马超、黄忠、周瑜		
会议主要内容	1. 市场部作本年度总结报告; 2. 表彰年度优秀团队与先进个人; 3. 集团部署下一年度重点任务与业绩目标; 4. 团队人事变更任免。		
会议决定	1. 任命赵云为华东市场部经理; 2. 授予市场部先进集体称号、授予赵云先进个人称号。		
任务计划	1. 第一季度完成华东市场调研; 2. 第二季度完成海外市场的拓展。		

Homework:

Directions: Write a minute with the help of following information taken from the class meeting.

The meeting of Class Two was held in Room 205, Teaching Building at 2:00 p.m. May 11. It was presided over by Miss Wang. Li Yang and Wang Jing were absent from the meeting. Mrs. Fang gave a lecture on job hunting. And then, she answered the questions asked by students.

Unit 7 Company profile

公司介绍

1. Teaching purpose: get the students know the basic concepts, formats and language styles of company profiles.

Ideological and political education objective(课程思政目标): guide students to establish a correct view of introducing companies.

2. Key Points and Important points: formats and language styles of company profiles.

3. Teaching Methods: teaching and practicing

4. Teaching Duration: 6 periods

5. Teaching Process

I. Learning Objectives

Knowledge, skills, ideological and political goals:

- to understand the connotation of a company profile;
- to learn about the language features and contents of a company profile;
- to know the format of a company profile;
- to apply some useful expressions in practice;
- to write a correct, appropriate and effective company profile.
- the workplace requirements and ethics for writing company profiles.

II. Leading-in

About Company Profile

A **company profile** (公 司 简 介) ,also called a business introduction, is a way to introduce your company. It is used to introduce a business organization as a whole, and it is a report that provides an overview of the history, major business scope, ranges of products, market, business contacts, strategic objectives, sales volume, etc. It also tells people about the mission and direction of the business. It is critical to highlight the key business and advantages of the company. Company profile should be concisely written and as readable as possible. It is not advised to frequently use complex sentences, while advised to use short and simple sentences. A well-known business profile makes it possible to quickly and easily present key information to the media, potential customers and investors, and the general public.

Types of a company profile (公 司 简 介 的 种 类)) A company profile can take different forms according to its intended goal. A company profile can be used for a bid, a professional website, a social network on the internet, a business plan, an article, a press release, a sales brochure, etc. Thus, a company profile can be an important form of advertisement. A well-known company profile is an effective way to introduce the business to the potential customers and other stakeholders, and eventually fulfill the marketing purpose. Most companies update their profiles at least once a year. They are often tailored for a specific use, such as the “About” page of their corporate website or printed-out materials when they attend trade fairs, product launches, exhibitions, business forum or a conference.

The format of a company profile (公司简介的格式) Company profiles do not have a rigid format. It can vary with the nature of the business or where you are issuing the profile. Some common elements are as follows.

- Introduction: It usually comes straight to the point. And it mainly introduces the business nature, history, location and reputation of the company.
- Body: In this part, a company is introduced in these respects of: business scope, equipment, ranges of products, market, business contacts, strategic objectives, sales volume, etc.
- Close: There is the last paragraph, even one sentence of the company profile. It is to express the goodwill and hope. Sometimes, this part can be omitted.

Task 1

Directions: Reading and Comprehension.

1. When writing an effective company profile, use _____ statements that can be easily understood.
A. short and simple B. complex C. long
2. Which is not included in the introduction of a company profile?
A. company history B. major business scope C. goodwill and hope
3. It is critical to highlight the _____ of the company
A. key business and advantages B. sales volume C. equipment
4. A well-known company profile is an effective way to introduce the business to the _____.
A. potential customers B. stakeholders C. both A and B
5. Most companies update their profiles _____.
A. every month B. every week C. at least once a year

III. Formatting

Case 1:

Jiqing Rustless Steel Co., Ltd

Jieyang Jiqing Rustless Steel Co., Ltd. was founded in 1989, formed to specialize in offering stainless steel cutlery, kitchenware and cookware. It is recognized as a company with passion for innovation, technology and customer satisfaction

The company now employs more than 1500 people and owns sixty thousand square meters of land. Our vision is “To build a bright tomorrow with top quality”. We are strong at designing and developing. We have a valuable expert team engaging in designing the most fashionable styles. Also we have very strict quality control system supervising all over the production lines. The goal is to constantly improve the quality of our products.

Jiqing products have won a good reputation both at home and abroad. It is an ISO 9001:2008 certified company. The brand “Jiqing (JQ)” of Jieyang Jiqing Rustless Steel Co., Ltd has been successfully recognized as the Famous Trademark of China. We take great pride in our company’s reputation, so to ensure the quality of our products is maintained at superior levels. We sincerely invite you to contact us for further information and to fulfill any of your stainless product needs.

Task 2

Directions: Read the sample and answer the following questions.

1. What does the company mainly produce?

2. How many employees does the company have?
3. What is the company's vision?
4. What are the achievements of the company?

Notes 注释

stainless	adj. 不锈钢的	cookware	n. 炊具
kitchenware	n. 厨房用具	innovation	n. 改革, 创新
vision	n. 展望, 愿景	constantly	adv. 不断地
reputation	n. 名声	trademark	n. (注册) 商标
superior	adj. 较高的, 较好的		

Case 2:

New Orange Toy Co., Ltd

Founded in 1987, Guang Dong New Orange Toy Co., Ltd is one of the leading enterprises for toys in the city of Jieyang, and a member of the Chaoshan Toys Industrial Group. We initiated an advanced production line and specialize in R&D, production, marketing, and services of various plastic and cotton dolls.

Our company is located in Jiedong County, Jieyang City, which is 10 kilometers from the Jieyang Chaoshan Airport and only 18 kilometers from the high speed rail Chaoshan Station. We have four main series of our dolls, which are the cultural series, the functional series, the gift series and the creativity series. You can also design your own dolls with different accessories you like. In 2012, our company New Orange Toy started to engage in the e-commerce business. We have engaged in several trading websites such as the Alibaba.com, Ali express, Taobao, T-Mall and Jingdong Mall, to enlarge markets within China and also abroad.

Our company will be committed to introducing our own brands to England, Germany, Italy, France, Spain, USA, Canada, Russia, Brazil and others. We hope that all the children will be growing up happily accompanied by our New Orange Dolls all over the world. We warmly welcome you to consult and co-operate with us for business and to create a more brilliant future together.

Task 3

Directions: Read the sample and summarize the writing process.

- Step 1: _____
- Step 2: _____
- Step 3: _____

Notes 注释

enterprise	n. 企(事)业单位	advanced	adj. 先进的
cultural	adj. 文化的	functional	adj. 功能的
accessory	n. (衣服的)配饰	e-commerce	n. 电子商务
enlarge	v. 扩大	accompany	v. 陪伴
consult	v. 咨询	brilliant	adj. 美好的

IV. Useful Expressions

1. Words and Phrases

Words

accreditation n. 定合格, 认证

agency n. 理商

distributor n. 经销商

headquarter n. 总部

renown n. 声誉

supplier n. 供应商

subsidiary n. 子公司

alliance n. 联盟, 联合

competitiveness . 竞争力

incorporate v. 组成公司

manufacturer n. 制造商

specification n. 规格, 详述

shareholder n. 股东

Phrases

after-sales service 售后服务

annual trading value 年贸易额

backbone enterprise 骨干企业

joint-venture enterprise 合资企业

market strategy 市场策略

retail store 零售店

star enterprise 明星企业

active assets 流动资产

assembly line 流水线

domestic market 国内市场

major products 主要产品

production line 生产线

registered capital 注册资金

supply channel 供货渠道

2. Sentence Structures

(1) Xinyang Plastics Products Co., Ltd was established in 1999.

新阳塑料制品有限公司创建于 1999 年。

established in... 创建于

e.g. Golden Sea Investment Group was established in 2001. 金海投资集团创建于 2001 年。

(2) The main products of the mill are all kinds of bicycles. 本厂的主要产品有各种自行车。

the main products of ... 主要产品有

e.g. The main products of the company are toys and gifts. 本公司的主要产品有玩具和礼品。

(3) The company expects the first five-year plan to reach an annual sales value of 1.5 billion.

公司预计在第一个五年计划内实现 15 个亿年销售额。

an annual sales value of ... 年销售额

e.g. The company has reached an annual sales value of 1.2 million.

公司已经实现 120 万的年销售额。

(4) The only way to differentiate yourself from the competition is through service.

服务是使你在竞争中突显出来的唯一途径。

differentiate from ... 显示出……, 与……有区别

e.g. Differentiate from other products and emphasize the difference.

区分其他的产品, 强调之间的差异。

(5) The company is located in Zhongshan District, Xinyang City. 公司位于信阳市中山区。

be located in ... 位于

e.g. Xinhua Group is located in Nanshan District, Guangzhou City.

新华集团位于广州市南山区。

(6) Interchina Holdings aims to be a world-class investment group.

国中公司致力于成为世界级的投资集团。

aim to ... 目标在于

e.g. The company aims to become the most powerful and influential enterprise in the financial investment. 公司致力于成为在金融投资领域最具有影响力的企业。

(7) We give priority to science and technology development. 我们优先发展科技。

give priority to ... 优先

e.g. The school will give priority to science, math and modern languages.

学校将重点发展理科、数学和现代语言。

(8) The R&D team consists of nearly 100 engineering technical backbones.

研发团队由近百名工程技术骨干人员组成。

consist of ... 由……组成

e.g. This sales team consists of 20 members. 这个销售团队由二十人组成。

(9) Grandview Plaza covers a total land area of 57,000 square meters.

正佳广场占地 5.7 万平方米。

cover a total land area of ... 覆盖总土地

e.g. The company covers a total land area of 12,000 square meters.

公司占地 1.2 万平方米。

(10) Wanghua Lighting Electric Co., Ltd., a professional manufacturer engaged in the production of environment-friendly lighting electric appliances.

旺华灯饰电器厂是一家环保节能灯饰电器专业生产厂家。

engage in ... 从事

e.g. They also engage in various kinds of sideline production. 他们也从事各种副业生产。

V. Strategy

Tips for Writing Successful Company Profiles

- Keep it concise 行文简洁: Use short sentences, action verbs, work words and the active voice to write a punchy company profile.
- Stay positive 积极向上: Define the policy of the company by keeping the terms catchy and ideal for target customers.
- Get creative 具有创新性: Keep your corporate profile up to date. Review the profile every 6 months or so. Be professional and businesslike, and grab the reader's attention.
- Stay flexible 具有灵活性: Make use of proper format, font and style. Use compelling words and phrases to make your text stand out. Consider graphics and diagrams to break up some of the text or longer paragraphs.
- Keep it honest and accurate 保证真实、准确: Make sure that your company profile is clear, professional, honest and persuasive.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. We sincerely welcome friends from various parts of the world to build up economic or technical cooperation with us. (经济技术合作)
2. The company has been entitled “First-Class Enterprise” and “Star Enterprise”. (先进企业, 明星企业)
3. The products are sold in over 20 countries and regions such as Southeast Asia, South America,

Unit 8

Name Cards 名片

1. Teaching purpose: get the students know the basic concepts, types and language styles of Name Cards.

Ideological and political education objective(课程思政目标): guide students to adhere to the writing principle of correctness and conciseness.

2. Key Points and Important points: types and language styles of Name Cards.

3. Teaching Methods: teaching and practicing

4. Teaching Duration: 4 periods

5. Teaching Process

I. Learning Objectives

Knowledge, skills, ideological and political goals:

- to understand the connotation of a name card;
- to know the main contents and layout of a name card;
- to apply some useful expressions in practice;
- to design a proper personal name card with necessary information and elegant style.
- the workplace requirements and ethics for name cards designing.

II. Leading-in

About Name Card

A **name card** (名片), also called a business card, is a way of advertising yourself and the company you represent to colleagues and business clients. It is a card bearing business information about a company or individual and provides potential customers with a means to contact the business or representative of the business. It is shared during formal introductions as a convenience and a memory aid. A name card is frequently used during sales calls (visits) to provide potential customers with a means to contact the business or representative of the business. When writing a name card, your card should be simple and focused, so the purpose of your card is clear. (课程思政)

The main contents of a name card (名片的内容) A name card typically includes the giver's name, company affiliation (usually with a logo) and contact information such as street addresses, telephone number, fax number, e-mail address and website. It can also include telex, bank account, tax code.

Artistic design of a name card (名片的艺术设计) Traditionally many cards were simple black text on white stock; today a professional business card will sometimes include one or more aspects of striking visual design. Apart from common name cards made of paper, there are

also special name cards made from plastic (PVC), especially frosted translucent plastic, crystal clear plastic, white or metallic plastic. Other extraordinary materials are metal, rubberized cards, rubber, magnets and even real wood. For the most part those special material name cards are of standard format, preferably with rounded corners.

Format of a name card (名片的格式)

- Personal Employment organization: Usually be located above or in the upper left corner of a name card.
- Personal Name: Be located in the middle of a name card.
- Title/position: Be located in the middle of a name card, under the name.

Task 1

Directions: Reading and Comprehension.

1. From the name card you would know about following information except _____.
A. title B. name and position C. nationality
2. Traditionally many cards were _____.
A. black text on white stock B. colorful text on white stock C. white text on black stock
3. When writing a name card, the information should be _____.
A. simple and focused B. complex C. redundant
4. Which is not included in a name card ?
A. employment organization B. e-mail address C. date of birth
5. The name of company is usually designed and printed at the _____ of a name card.
A. bottom B. middle C. top

III. Formatting

JYJQ

Jieyang Jiqing Group

Anly Lin
Vice Sales Manager

Add: No.25 Zhongshan Road, Jieyang City
Guangdong Province, China
Postal code: 522000

Tel:86-663-8881033
Fax:86-663-8881022

Website: <http://jiqing.com>

E-mail: anly@jiqing.com

Task 2

Directions: Read the sample and answer the following questions.

1. What are the basic contents presented on a name card?
2. How are all these elements mentioned above arranged on the card?
3. What is the holder's position?
4. What is the address of the company?

Case 2:



Guangdong New Orange Toy Co., Ltd

Ken 陈超
Manager

Email: ken@neworagetoy.com

Mobile: +86 15886666333

Whatsapp: +86 15886666333

Skype: neworange-ken

Founded in 1987, Guang Dong New Orange Toy & Technology Co.,Ltd is one of the leading enterprises for toys in the city of Jieyang, and a member of the Chaoshan Toys Industrial Group. We initiated an advanced production line and specialize in R&D, production, marketing, and services of various plastic and cotton dolls.

(On the reverse side)

Task 3

Directions: Read the sample and summarize the layout of a name card

Step 1: _____

Step 2: _____

Step 3: _____

Co., Ltd (Company Limited) n. 有限责任公司

Notes 注释

Corp. (corporation) n. 公司

enterprise n. 企(事)业单位 industrial adj. 工业的, 产业的

advanced adj. 先进的 specialize v. 专门从事

IV. Useful Expressions

1. Words and Phrases

Words

accountant n. 会计 president n. 总裁/董事长

Phrases

administrative personnel department 行政人事部 advertising department 广告部
development team 开发部

general manager	总经理	finance director	财务总监
human resources department	人力资源部	human resources manager	人力资源经理
marketing department	市场营销部	logistics manager	物流经理
product department	产品部	project director	项目总监
purchasing manager	采购经理	purchasing department	采购部
project manager	n.项目经理	P & R department	公关部
Q & C department	质量控制部	quality assurance department	质量保障部
sales account manager	n.客户经理	R.&D. Department	研究开发部
sales representative	n.销售代表	sales manager	n.销售经理
accounts department	财务部	technical support department	技术支持部
after-sales department	广告部		

V. Strategy

Tips for Writing Successful Name Cards

- the writing of address 地址的书写: Address should abide by the rule of from the small place to large one as followed, Room Number-Building or House Number-Street Name-City-Province/State-Country.
- the design of logo 标志的设计: The logo should be attractive and occupy one side of the card. According to the common visual habit, "from left to right", putting logo on the left side can be seen at a glance and easily remembered.
- overall design 总体设计: Overall design and main color should suit business type and align with corporate logo. Being garish or complex is not advised. However, this tip depends on scope of business and market acceptability. For a creative company, it may be better to have a name card with distinctive fashion design.

VI. Practice

Task 4

Directions: Translate the following English sentences to Chinese and vice versa.

1. Jiqing Technologies Co., Ltd. (科技)
2. Organization for Economic Cooperation and Development (经济合作与开发)
3. Machinery & Equipment Import and Export Company (机械设备)
4. Room 28, Futian Building, Shennan Middle Rd., Futian District, Shenzhen, Guangdong (区)
5. No.12 Taibai Donglu Rd., Rencheng District, Ji'ning, Shandong Province (路)
6. 北京新华实业有限公司 人力资源部 经理. (human resources manager)
7. 广州吉特 物流系统工程 有限公司 (Logistics System Engineering)
8. 东方纺织品贸易公司欧洲处 西欧科 销售助理. (Assistant Marketing Manager)
9. 广东省揭阳市榕城区 临江北路 200号 (Province, District)
10. 美国加州圣荷西 第二大街北 220号, 邮编: 95131-2022 (North First Street)

Task 5

Directions: Read the following name cards and fill in the blanks with the right expressions according to the Chinese.

Future Software Co. , Ltd.

Lin Fei

_____ (销售经理)

_____ (地址): No.8 Guangyuan Road, Xuhui Districit, Shanghai

_____ (邮政编码): 200010 Tel: 021-63852288

E-mail: chen**@sina.com.cn _____ (传真): 020-638533**

_____ (网址): <http://futuresoftware.com>

Homework:

Directions: Design a name card for Ms. Liu from Dongfeng Technologies Co., Ltd. Guangzhou according to her personal information given below.

姓名: 刘丽华

职务: 人力资源部经理

单位: 广州市东风科技有限公司

地址: 广州市花都区中山路 28 号

电话: 86-20-88810333

传真: 86-20-88812336

电邮: lihua@dongfeng-group.com

公司网址: www.dongfeng.com.cn