



揭阳职业技术学院

电子商务创业学院

《涉外文秘》教案

(2025—2026 学年第 2 学期)

教师姓名：夏傲婷

所授专业：商务英语

授课班级：241、3+241、订单
班 241

课程整体教学设计

一、课程的性质和任务

1.课程性质

《涉外文秘》是专业核心技能课程，属于职业岗位必修课，是面向涉外办公室、外企行政、商务助理、涉外秘书等岗位开设的实用型英语课程。课程以岗位需求为导向、职业能力为核心、实用够用为原则，聚焦涉外秘书真实工作场景，培养学生在涉外办公环境下运用英语完成日常事务、文书沟通、接待服务、会务组织、商务协调等工作的口头与书面综合应用能力，是衔接专业基础与职业岗位、支撑学生就业与职业发展的关键课程。

2.课程任务

使学生掌握涉外秘书岗位必备的英语词汇、句型、办公用语与文书格式，具备规范、准确的英语应用能力；围绕涉外接待、电话沟通、日程安排、会务组织、文件处理、商务信函、办公协调等典型工作任务，训练学生完成完整涉外秘书工作流程；培养学生涉外礼仪、跨文化交际、职场沟通与临场应变能力，能够独立处理常规涉外办公事务。

二、教学目标及要求

1.教学目标

本课程旨在使学生了解并掌握从事秘书工作所需的英语专业用语，专业知识及商务工作知识。重点培养学生针对秘书工作对英语知识和运用英语语言的能力，为学生步入工作岗位做好准备。培养学生听、说、读、写的能力，在此基础上重点针对文秘工作及办公室工作英语对学生训练，学习完本课程后，学生应不仅能熟练运用各类办公英语进行工作、交流，还能熟悉文秘英语中各类应用文体的写作。

2.课程思政育人目标

立足涉外岗位，厚植家国情怀与文化自信，引导学生在跨文化交流中传播中国文化，展现中国青年良好形象；融入职业道德与职业精神，培养学生诚信敬业、严守秘密、认真负责、高效务实的秘书职业操守。强化服务意识与责任担当，引导学生树立正确职业价值观，做到耐心细致、主动协作、踏实肯干；渗透法治意识与规则意识，教育学生遵守职场规范、涉外礼仪与职业底线，做到文明办公、依规办事；培养国际视野与文化包容力，引导学生尊重多元文化，理性沟通，维护国家形象与职业声誉。

三、教学方法与手段

1.教学方法

- 1) 任务驱动教学法：以涉外秘书真实工作任务为单元主线，让学生在完成任务中掌握技能。
- 2) 情景模拟教学法：构建办公室接待、电话沟通、会务组织等仿真场景，开展角色扮演与实景训练。

2.教学手段

采用信息化教学平台及课堂互动手段：角色扮演、现场演示、小组展示、情景问答、文书仿写，并使用学习通开展课堂活动。

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

篇章	内容	理论课时	实践课时	小计
Unit 1	Social Etiquette Skills 社交礼仪	3	3	6
Unit 3	Interviews 招聘面试	3	3	6
Unit 4	Receptions 来访接待	3	3	6
Unit 5	Telephone Communication 电话沟通	2	2	4
Unit 6	Making a Presentation 演说展示	2	2	4
Unit 7	Meeting Organization 会议组织	3	3	6
Unit 8	Managing Files 档案整理	3	3	6
合计	-	18	18	36

单元授课计划

单元名称	Unit 1 Presenting Professional Clerical jobs	计划课时	6
教 学 目 的	思政目标 1:To enable students to know the duties of a secretary 2:To enable students to the skills that a secretary should possess		
	To enable students to know how to write Resume To enable students to know the Form of Business Letters and master how to write Business Letters To require students to remember expressions of Meeting People		
教 学 重 点	Some useful expressions Exercises in the book, especially the translation and writing Resume and Business Letter writing know the duties of a secretary		
教 学 难 点	Some useful expressions Exercises in the book, especially the translation and writing Resume and Business Letter writing		
教学手段 (教具)	With the help of some reference books, mp3, computer		
教学方法	Teaching and practicing, discussion		
教学内容及安排（教学过程及课时分配）			
The first 2 periods Introduction; new words and expressions; ask students to recite some useful sentences; translation and writing practice; let students listen and speak the expressions of Meeting People			
The second 2 periods Explain passage1; ask some students to translate some sentences; discuss the duties of a secretary;check the answers of exercises in the book			
The third 2 periods Explain the Form of resume and Business Letters, analyse the given samples; explain the story in career salon			
单元小结			
In this unit, we know the duties of a secretary and skills a secretary should possess, the form of Resume and Business Letters, the expressions of Meeting People. As secretaries, we will use them frequently so we should recite some important points.			

Homework

P.17 Task 15

Unit 1 Presenting Professional Clerical jobs Teaching Procedures:

I Oral communication

Introduction

- 1) the duties of a secretary
- 2) the skills of a secretary

Questions

- 1) What do you think should be the duties of a secretary?
- 2) What skills should a secretary possess?

Words and Expressions

- | | |
|------------------------|-------------------------------------|
| 1) secretarial | 2) implement |
| 3) attach to | 4) a variety of |
| 5) up-to-date | 6) harmonious working relationships |
| 7) efficient work flow | 8) jack of all trades |

Asking students to recite some useful sentences

1. Congratulation on your success in being selected for the position of sales representative in our company!
2. Your abilities and experiences seem suitable to the needs of our college.
3. We can offer you the position beginning from September.
4. You owe this to your wonderful and successful work experience in market promotion.
5. I'm sure you will prove that we've chosen the right person.
6. I regret to tell you that we intend to hire someone who can speak Chinese.

Listening the Sample Dialogues

Asking some students to retell what they have listened

Role-play the Sample Dialogues

Asking students to remember the useful expressions and patterns

Asking some students to do the translation Exercises

II Written communication: Workplace reading

Passage1:Text

As a secretary he or she may have a lot of duties to fulfill. Generally speaking, a secretary has to do the following major jobs. First, a secretary is expected to relieve the executive of a various administrative details. Second, a secretary is required to coordinate and maintain effective office procedures and efficient work flow. Third, a secretary must be able to implement policies and procedures set by the employer. Fourth, a secretary should be able to establish and maintain harmonious working relationships with superiors, co-workers, subordinates, customers or clients, and suppliers.

Apart from what has been mentioned above, a secretary should also be able to do a variety of other jobs. To begin with, a secretary should make appointments for the executive and maintain his or her calendar. He or she is expected to receive and assist visitors and telephone callers in every way possible and then refer them to the executive or other appropriate persons as circumstances warrant. A secretary is expected to arrange business itineraries and coordinate the executive's travel

requirements.

Next, a secretary is expected to take action authorized during the executive's absence and use initiative and judgment to see that matters requiring attention are referred to a delegated authority or handled in a manner so as to minimize the effect of the employer's absence.

A secretary should be able to take shorthand or longhand notes and transcribe from it or transcribe from machine direction. He or she should also be able to type material from longhand or rough copy.

In addition, a secretary is expected to sort, read, and annotate incoming mail and documents and then attach appropriate files to facilitate necessary action. He or she should be able to compose correspondence and reports for the executive's signature as well as prepare communication outlines by the executive in oral or written directions.

Another duty of a secretary is to make arrangements of the executive and coordinate conferences and meetings. A secretary may serve as the recorder of minutes with responsibility of transcription and distribution to participants. He or she may supervise or hire other employees, select or make recommendations for purchase of supplies and equipment as well as maintain budget and expense account records, financial records, and confidential files.

Finally, a secretary may be required to maintain an up-to-date procedures manual for the specific duties handled on the job. He or she should perform other duties as assigned or as necessity dictates.

In addition to the duties mentioned above, a secretary should possess the following skills. He or she should have a good command of office skills and be proficient in office software such as Microsoft Outlook, Microsoft Word, Excel and etc. ever-evolving software applications require that secretaries be efficient, skillful and open to change. Effective business writing skills are essential for assistants who use e-mail throughout their workday.

In summary, the secretarial position can be described as "the boss' confidant, office manager, supply and equipment purchasing manager, 'jack of all trades', and master of office mysteries." He or she may have to retain a great deal of information without speaking of it to anyone. Because a secretary is often made aware of highly sensitive company information, he or she must be trustworthy and able to keep a "secret".

Sentences translation

P.5 Task. 5

III Workplace writing

Resume; Business Letters

Ask students to recite some useful expressions

efficient work flow; take shorthand; account records; confidential files;

Ask students to read passage 2 and finish the exercises

Check the answers

Explain the Layout of Business Letters and resume

1. Indented Style 2. Blocked Style 3. Modified Style

Ask some students to translate the samples

Ask students to remember the useful expressions and patterns

P.13 Task. 1、2

Ask students to preview Listening and Speaking

IV Career salon and ideological thinking.

Case study. Ask student to tell how to be responsible for the duties of secretary, and possess the skills of secretary.

V Homework

P.17 Task 15

单元授课计划

单元名称	Unit 2 Observing Proper Office Etiquette	计划课时	6
教 学 目 的	(思政目标)To enable students to know the major good manners in the office		
	To enable students to know the process of reception		
	To enable students to master the Form of Invitation Letters		
	To require students to grasp the expressions of Telephone Calls		
教 学 重 点	Some useful expressions Exercises in the book, especially the translation and writing Invitation Letters writing		
教 学 难 点	Invitation Letters writing The expressions of Telephone Calls		
教学手段 (教具)	With the help of some reference books, mp3, computer		
教学方法	Teaching and practicing, discussion		
教学内容及安排（教学过程及课时分配）			
The first 2 periods Introduction; new words and expressions; let students listen and speak the expressions of Telephone Calls			
The second 2 periods Ask students to recite some useful words and expressions; explain passage1; ask some students to translate some sentences; discuss Proper Office Etiquette; explain the passage2			
The third 2 periods Check the answers of exercises in the book; explain the Form of Invitation Letters and samples; explain the story in career salon			
单元小结			
In this unit, we know the Proper Office Etiquette, the function of the Reception Area, the Invitation Letters, and the expressions of Telephone Calls. All of these are important for professional secretaries, so we should remember the important points			
Homework			
P. 35 Task15			

Unit 2 Observing Proper Office Etiquette

Teaching Procedures:

I Oral communication

Asking students to recite some useful sentences

1. We would be glad if you could come to the party.
2. We hope you can join us for the opening ceremony of our company.
3. Unfortunately, he will be in Shanghai on that day, attending a company conference.
4. Thank you for your invitation. We hope the presentation will be a great success.
5. We hope the party will be a great success.
6. He'll be looking forward to seeing you then.

Listening the Sample Dialogues

Asking some students to retell what they have listened

Role-play the Sample Dialogues

Asking students to remember the useful expressions and patterns

Asking some students to do the translation Exercises

II Written communication: Workplace reading

Office Etiquette

Questions:

1. Do manners matter in the office? Why?
2. In your opinion, What are the major good manners in the office?
3. Have you ever encountered anything uncomfortable in the workplace?
4. Why is it important to behave properly in the office?
5. What is the key point in dressing for office staff?

Words and Expressions:

deliberately; embarrass; cooperation; accepted; competitor; reveal; safeguard; correspondence; shred; unfavorable; irritate; minimum; posture; free-for-all; in terms of; a code of ethics; reveal company secret; good posture

Passage1: Text

There are rules for proper behavior in an office just as there are rules of etiquette at home and at social events. Those who break these rules, unintentionally or deliberately, show their lack of consideration for others. Either way, it is at best embarrassing and at worst difficult or impossible to gain confidence, respect, and cooperation of others when widely accepted practices are cast aside. So observing proper office etiquette is important.

Attitude Experts believe that you must have a cheerful, positive, and confident attitude to handle your work and working relationships. People are uncomfortable around someone who views the world darkly. More important, they distrust and want to avoid someone who often appears to be angry or unhappy, fearing that such a person might treat both work assignments and clients or coworkers unfairly and irresponsibly. Therefore, it is sometimes necessary to have a serious self-examination and even seek professional help.

Ethics Without a code of ethics, life at work would turn into a free-for-all. For instance, it is impolite to discuss with outsiders a coworker's secret romance. It (也可用 This, 表示前面那件事) is dangerous, for some competitors may blackmail persons who have something to hide, forcing them to reveal company secrets. (作原因状语从句)

Companies must keep a degree of privacy and secrecy. Therefore, it is considered taboo to discuss company affairs — even apparently routine — in public or with outsiders. It is even unwise to discuss business in the office with coworkers from another office. Gossip (作名词用) is undesirable in any case. The only safe rule is never to gossip (做动词用) about coworkers and never to discuss company business outside the immediate office. (离开办公室之后)

Proper office safeguards go hand in hand with (与... 紧密联系) matters of ethics. Keep important documents and file folders locked in cabinets or other containers. Do not leave (遗留) confidential correspondence and other materials face up on your desk (作宾语补足语) where anyone might see it. (定语从句) Carefully safeguard drafts, notes, and shorthand notebooks. Beware how you dispose of (处理) materials too. Anything thrown into (作后置定语) a wastebasket, for example, can easily be regained by someone else. Take (花费) time to shred carbon copies and photocopies that are not used.

Personal Habits Personal habits reveal much about a person to others. Annoying habits, in particular, such as pencil tapping or mumbling and tardiness, make an unfavorable impression on others. But often people are unaware that they have bad habits that irritate others.

Neatness has an immediate impression on visitors. It is easy for someone to associate an office in disorder with carelessness in work. (把...与...联系在一起) A client might think twice about (再三考虑) giving business to someone who appears to scatter files and other materials around (把...乱放在...) the office without regard for (没有考虑到...) efficiency or security. Similarly, coffee spills and bread crumbs all over a desk will not add to a visitor's confidence in your working habits. People like to deal with others who appear to be orderly, careful, and particular in managing themselves, their duties, and their working environment. Disordered housekeeping habits present a poor (相当于 bad) image.

Appearance The way you look — cleanliness, neatness, style of dress, and so on, makes an immediate impression on others.

Experts recommend that you dress for the job you want, not the one you have. (作定语从句) Thus if you are a staff assistant and you want to become an executive, dress like an executive. Although offices vary in (因...而不同) the degree of formality, a properly dressed business person usually wears well-tailored, conservative, businesslike suits or dresses with jackets and a minimum of jewellery. (做并列谓语)

Clothes are only part of the picture you present. (作定语从句) Good posture and cleanliness (clean hair, fingernails, and so on) are essential. Hairstyles should be relatively conservative too. In terms of (就...而言) hairstyle as well as (相当于“and”) clothes, you should look as if (看起来像) you're on the way to (在去...的路上) a business meeting, not a picnic.

Translation

P.26 Task.9

Passage2: Receiving Visitors

Ask students to recite some useful expressions

in terms of; a code of ethics; reveal company secret; good posture

Ask students to read Reading B and finish the exercises

Check the answers

III Workplace writing: Letters of Invitation

Explain the Layout of Invitation Letters

1. Formal 2. Informal

Ask some students to translate the samples

Ask students to remember the useful expressions and patterns

P. 31 Task. 1

Ask students to preview Listening and Speaking

IV Career salon and ideological thinking.

Case study. Ask student to perform the major good manners in the office.

V Homework

P. 35 Task15

单元授课计划

单元名称	Unit 3 Helping make Your Employees More Creative	计划课时	6
教 学 目 的	思政目标: To make students understand how to adapt to various work styles		
	To make students understand how to evaluate Employee Performance To make students master how to write Notice To make students remember the expressions of Exchanging Information		
教 学 重 点	Some useful expressions Exercises in the book, especially the translation and writing Notice writing		
教 学 难 点	Notice writing The expressions of Exchanging Information		
教学手段 (教具)	With the help of some reference books, mp3, computer, 学习通, 钉钉		
教学方法	Teaching and practicing, discussion		
教学内容及安排 (教学过程及课时分配)			
The first 2 periods Introduction; new words and expressions; let students listen and speak the expressions of Exchanging Information			
The second 2 periods Explain passage1, discuss how to create a better working environment for ourselves and our colleagues;			
The third 2 periods Explain the Form of Notice and samples, and tell the story in career salon			
单元小结			
In this unit, we know the writing of Notice and The expressions of Exchanging Information. As professional secretaries, we will often use them in our daily work. So we should grasp and remember some useful sentences.			
Homework			
P. 51 Task15			

Unit 3 Helping Make Your Employees More Creative

Teaching Procedures:

I Oral communication

Asking students to recite some useful sentences

1. All teachers and students are requested to meet in the auditorium to celebrate the 50th anniversary of the college.
2. Tomorrow you will have a day off.
3. It is hereby proclaimed that the teaching staff has voted to dismiss Mr. Liao Xiaofeng from the post of president.
4. Because of the fast growth of our business, we find it necessary to move our company to a more central area.
5. You are warmly welcome to visit our new office.
6. Work will continue on May 8 at the usual hour.

Listening the Sample Dialogues

Asking some students to retell what they have listened

Role-play the Sample Dialogues

Asking students to remember the useful expressions and patterns

Asking some students to do the translation Exercises

II Written communication: Workplace reading

It (作形式主语) is well known that, as secretaries, we work close by our employers. We should have a clear understanding of our manager's work styles and their true temperament.

. We should know what our managers expect us to do (名词性从句) even before we are told. One thing we need to keep in mind (定语从句) is that our managers and we are different people with different ways of doing things. (表语从句) We should adapt to our manager's work styles and try every means to establish a good relationship with them. Having a good working environment is desirable to all employees in a company. Here are some elements secretaries should always keep in mind.(倒装句)

Remember that our managers are human beings not perfect beings. Both our managers and we have strengths and weaknesses, have areas of confidence and areas of fear. Some-times,our managers may seem unreasonable in what they say or in what they do. We should try to understand them and help them, for we all face different challenges in our work and have different expectations placed upon us. (后置定语) We should look at our managers as people as well as managers.

Remember that our managers may not be as confident as they appear. Being managers with multitudes of responsibilities is not an easy task. If our managers are working within their "circle of confidence"—an area of responsibility in which they have good training and experience—they may be effective; otherwise,they may be experiencing internal fears and frustrations, and thus they may lack confidence.This internal conflict may cause our managers to be unreasonable in their attitudes and expectations of us as well as critical of us. By being critical of us,he feels stronger. While this is not a positive trait,we should accept and seek ways to help relieve some of our managers' possible

stress and feelings of inadequacy. (不定式做定语) Remember that our goal is to become a "team of two" with our managers (不定式做表语) .

Remember that communication is the key to a successful working relationship (不定式做定语). If we continually experience frustration while attempting to build a better working relationship with our managers, we should be honest about how we feel. Most managers appreciate honest communication and will respond positively to it.

Remember that we need to have boundaries in our job. If our managers ask us to do something that is against our personal values or beliefs (做定语从句) , we have the right to say "no". We need to explain to them why we cannot carry out that particular assignment. (做宾语从句)

Remember that no one can build us a better boss, but we can build a better "we". Remember to never try to change our disorganized managers into completely organized ones. People with different personalities and temperaments have different styles of relating to people and tasks. As secretaries, we can seek ways to help our disorganized managers (不定式做定语) (to)be more organized in their thoughts and instructions (省略 to 的不定式做宾语补足语) .

Remember that our goal is not to change our managers, but to help them (to)be more successful.

Remember that our question may help us understand our tasks better. When our managers instruct us on a project or assignment, we need to ask as many questions as possible. Our questions will help prompt our managers to provide the information we need to accomplish our assignment well (省略 that 或 which 的定从) . Our questions might also cause our managers to think of other related things that we can do (定从) to help them.

Remember that frequent contacts may help us do the task better. We should suggest meeting together weekly, so we know what our managers expect of us (名词性从句) and how we can better anticipate what is ahead for our work. (大名词性从句包含小名词性从句)

III Workplace writing: Notice

Explain the Layout of notice

1. Formal 2. Informal

Ask some students to translate the samples

Ask students to remember the useful expressions and patterns

P. 50 Task. 13

IV Career salon and ideological thinking.

Case study. Ask student to discuss how to adapt to various work styles.

V Homework

P. 51 Task15

单元授课计划

单元名称	Unit 4 Reception	计划课时	6
教 学 目 的	思政目标: how to deliver a well-mannered business reception according to different cultures		
	understand the procedures of receiving customers; learn to organize and write an effective agenda.		
教 学 重 点	Some useful expressions Exercises in the book, especially the translation and writing		
教 学 难 点	Agenda writing The expressions of Reception		
教学手段 (教具)	With the help of some reference books, mp3, computer		
教学方法	Teaching and practicing, discussion		
教学内容及安排（教学过程及课时分配）			
The first 2 periods Introduction; new words and expressions; let students listen and speak the expressions of Exchanging Information			
The second 2 periods Explain passage1, discuss how to create a better working environment for ourselves and our colleagues;			
The third 2 periods Explain the Form of Notice and samples, and tell the story in career salon			
单元小结 This unit focuses on reception, a common business activity for corporate secretaries. At the end of the unit, you will practice role-playing a reception for customers of your company. You can prepare this task following these steps: First, you will gain skills and knowledge about reception through activities in the Getting Started and Building Knowledge sections. Then, you can practice what you have learnt in the Talking Point section. Finally, you will carry out a team project in the Conducting a Project section.			
<i>Homework</i> P. 78-79 Conducting a project			

Unit 4 Reception

Teaching Procedures:

1. Getting Started 课前活动

【练习参考答案】

Activity 1 *Career salon and ideological thinking.*

Work in pairs. Discuss the following questions with your partner how to deliver a well-mannered business reception according to different cultures.

Answer Key:

1. There are different tasks and procedures involved in receiving customers with an appointment and without an appointment. If a customer visits, ask politely if he has an appointment with your boss. If so, welcome him warmly, take him to the waiting room and offer him something to drink. Then announce his coming and arrange the meeting. If there is no appointment, offer him a seat, inquire as to the purpose of his coming then consult your boss if he would like to spare some time for the meeting.
2.
 - a. Always wear a smile.
 - b. Extend your hand first and give a firm handshake.
 - c. Greet all customers clearly.
 - d. Project a professional image.
 - e. Make eye contacts during the conversation.
 - f. Speak in a tender and polite way.
 - g. Work on your conversational strategy.
3. Yes, because a secretary also serves as a receptionist, who controls a customer's first impressions of the company. How a customer is received is of paramount importance for creating a professional image for your organization. Therefore, it is necessary for every secretary to master reception skills.

Activity 2 Match A with B.

Answer Key:

1-a 2-f 3-h 4-a 5-b 6-j 7-I 8-e 9-d 10-c

Activity 3 Listen to the short passage and fill in the blanks with what you hear.

Answer Key:

1.interpersonal 2. occasion 3. hosting 4.hospitality 5.rewarding

Script:

In order to make a good impression on customers, a good interpersonal relationship is essential to either personal or corporate success when preparing for a reception. Firstly, it is a great help to practice basic social etiquette when you meet a guest for the first time. Secondly, it is best to dress in black or blue on a formal occasion. Moreover, you should show awareness of and respect for all guests and their customs. Finally you should know some basic diplomacy hosting _____ a foreign delegation. In short, do everything you can to show your hospitality as a host and you will find it rewarding .

Activity 4 Jane, secretary of Emily Clothing Limited Company, is meeting a guest at the airport. Listen to the conversation and choose the best answer to each of the following questions.

Answer Key:

1. Mr. Gray
2. ABC Company
3. No. Because she had already spoken to him many times over the telephone.
4. The Garden Hotel
5. They are going to taste Cantonese cuisine

Script:

Jane: Excuse me, but are you Mr. Gray from the ABC Company?

Mr. Gray: Yes, I'm Mr. Gray.

Jane: My name is Jane. I'm from the Emily Clothing Co. Ltd. I'm here to meet you. Welcome to Guangzhou, Mr. Gray.

Mr. Gray: Nice to meet you. It is very thoughtful of you to come and pick me up here, Jane.

Jane: My pleasure. I have reserved a single room for you in the Garden Hotel.

Mr. Gray: Oh, that's a great help for me. I have the feeling that we have known each other for a long time.

Jane: Of course. We have talked to each other so many times over the telephone. Did you have a nice flight, Mr. Green?

Mr. Gray: Yes, the flight was smooth. The service was good, too.

Jane: I'm glad to hear that! Do you have all your luggage here?

Mr. Gray: Yes, it's all here.

Jane: We have a car over there to take you to your hotel.

Mr. Gray: That's fine.

Jane: Would you like to taste Cantonese cuisine this evening?

Mr. Gray: That sounds great. People say "Eat in Guangzhou," which means, Guangzhou is a great place to experience a variety of great food. I'm really looking forward to it.

Jane: OK, you'll check in first. Once you've settled down, we'll go at once.

Mr. Gray: OK. Thank you for all your trouble.

Jane: No trouble at all. This way, please.

2. Building Knowledge 知识准备

关于接待

【参考译文】

作为一个秘书，你不仅仅是你老板的助手，而且是一个帮老板处理好公共关系的员工。你会遇到不同的人并需要处理好他们的要求。所以对于一个秘书而言，接待来宾和顾客是很重要的工作。一次周到的接待会让来访者对公司留下良好的印象。接待工作会占用秘书很多时间和注意力，所以你有必要学习如何专业盛情地去接待你的顾客。

【词汇语法讲解】

1、assistant [ə'sistənt] n. 助手, 副手, 助理

例句: How is your new assistant doing? 你的新助理怎么样?

2、deal with 应付, 处理; 对待

例句: An English learner must deal with many difficulties. 英语初学者必须应付许多困难。

3. professional [prə'feʃənəl] adj. 专业的; 职业的

例句: We are having a professional training. 我们正在进行一次专业的培训。

5、favorable impression 好感, 良好印象

例句: Smile can make a favorable impression to others. 微笑给人以好感。

6、occupy ['ɒkjupaɪ] vt. 占据, 占用

例句: The line is occupied now. 电话占线。

7、hospitality [ˌhɒspi'tæliti] n. 好客, 盛情

例句: Thank you for your kind hospitality. 谢谢你的盛情款待。

Activity 5 Reading A

【参考译文】

如何接待客户?

秘书是公司形象的忠实代表。当你在接待客户时, 如果你能成功地给客户留下一个和蔼、友善、礼貌的印象, 那么, 那些潜在的客户可能愿意与你们公司建立商业关系。接待客户给我们提供了一个很好的机会来建立公司之间的互信的、稳固的商业联系。

接待有预约和没预约的客户有不同的程序。作为秘书, 你要先从上司那里获悉一天中的所有约见安排, 这项工作应当在约见日之前或约见日的一开始就完成。如果你掌握了这些信息, 当客户拜访时, 你就能毫不犹豫地接待客户并与客户交流, 而且不会出现混乱或效率低的情况。

如果客人来访, 首先要礼貌地询问客人是否和老板有预约。如果有, 通常较好的方法就是直接称呼他/她的名字, 这是一种友好的表现, 会让客户觉得备受尊重和欢迎。接着领客人到接待室并送上饮品, 然后通知上司客人来访并且安排他们见面。

如果前来的客人没有预约, 仍然要礼貌对待, 因为他/她将有可能成为公司的客户。首先, 请他坐下并答应联系他想要见的人或者其他可以帮他忙的人。你可能会接到一张含有客人姓名、头衔和公司的名片。如果客人没有出示名片, 你要登记好客人的姓名、来访日期与时间、客人所代表的公司(若有的话)、他希望见的人以及他访见过的人。接下来你要试着弄清楚客人来访的目的并请示上司是否有时间接见。如果接见要延迟, 你要为客人提供一些阅读资料。如果你的上司不能接见他, 要礼貌地向客人解释并且和客人商定另一个约见时间。

假如你所期待的客户是来自另外一个城市, 你应该了解客户的偏好以便得体地安排这次访问。例如, 他/她喜欢的食物? 他/她对什么过敏? 他/她喜欢去哪里参观? 解决这些问题有助于进一步建立商业联系。此外, 你有必要起草一份包括以下内容的接待方案:

- 去机场或车站接客户;
- 制定包括面谈、会议和实地考察等事项的日程表;
- 安排好接待、晚宴、欢迎仪式以及娱乐活动;
- 提前预定酒店, 安排交通出行方式以及其他细节事项。

你要根据客户的品味来安排所有的事情, 因为当每件事情都符合客户的品味时, 客户会觉得更加满意。

总之, 要尽力做你能够做的事情来显示你在商业联系中的友善和专业。

【词汇语法讲解】

1、represent [ˌrepriˈzent] v. 代表, 表现

例句: Flowers represent love, happiness, joy and all the positive affections .

花象征着爱, 幸福, 欢乐以及所有积极的情感。

2、image [ˈimɪdʒ] n. 形象, 图像

例句: As a scourge of the modern world , obesity has an image problem .

作为现代社会的一种祸害, 肥胖症有一个形象问题。

3、notify [ˈnəʊtɪfaɪ] vt. 通知

例句: I shall notify you of the arrival of the goods .

我将把货物抵达的消息通知你

4、As a secretary, you should be notified by the boss of all the appointments that have been made each day.

译为: 作为秘书, 你要先从上司那里获悉一天中的所有约见安排。

5、hesitancy [ˈhezɪtənsi] n. 迟疑, 犹豫

例句: He talked willingly now , with a kind of satisfaction and no trace of hesitancy or shame .

此刻他心甘情愿地讲着, 还有点洋洋自得。没有丝毫的犹豫和羞愧。

6、inefficiency [ˌɪnɪˈfɪʃənsi] n. 低效率

例句: The manager was discharged for inefficiency. 经理因无能而被解雇。

7、If you have this information, you can receive and talk to customers without any hesitancy when they arrive, and there will be no appearance of inefficiency.

译为: 如果你掌握了这些信息, 当客户拜访时, 你就能毫不犹豫地接待客户并与客户交流, 而且不会出现混乱或效率低的情况。

8、figure out 了解, 领会

例句: I didn't figure out how to do it. 我不知道该怎么办。

9、allergic [əˈlɜːdʒɪk] adj. 过敏的

例句: Alice is allergic to the fur of cats. 艾丽斯对猫的皮毛过敏。

10、confirm [kənˈfɜːm] vt. 确定, 确认

例句: Other data , he says , confirm that linkages between Asia and the US strengthened .

他表示, 其它数据证实, 亚洲和美国市场的关联度有所加强。

11. miscellaneous [ˌmɪsəˈleɪniəs] adj. 混杂的, 多样的

例句: The report was buried under miscellaneous papers. 那份报告被各种各样的文件所覆盖。

【课后练习参考答案】

Task 2 Decide whether the following statements are true (T) or false (F) according to the passage.

Answer Key: 1. T 2. F 3. F 4. T 5. F

Task 3 Use words from the passage to fill in the blanks in the following sentences.

Answer Key: 1. mutual 2. procedures 3. appointment 4. consult 5. appropriately

Task 4 Look at the sentences below taken from different dialogues. According to the *Reception Procedures*(A – G above), in which procedure of a reception would you use the following sentences?

Answer Key: 1. C 2. E 3. A 4. F 5. B 6. G 7. D

3. Talking Point 交际活动

Activity 7 Talk about the effective ways of meeting customers at the airport

Answer Key:

1. A: Usually, who is the person sent to receive the customer?
B: Usually, the person sent to receive the customer is in the same or equal position in the company..
2. A: If necessary, how could a secretary do so?
B: If necessary, a secretary do so in person.
3. A: What should you have in advance?
B: You should have the flight number and arrival time in advance..
4. A: What could you hold up in the airport receiving area?
B: you could hold up a placard with the customer's name in the airport receiving area.
5. A: How to greet when the customer spots you?
B: when the customer spots you, greet politely and welcome him with a small gift.
6. A: How should you introduce yourself?
B: You should introduce yourself like this, "Hello, Mr. Smith. I'm Susan, the secretary of Mr. Wang. I'm from J & G Company."
7. A: What could you politely ask for your customer?
B: You could politely ask for your customer's business card.
8. A: What sense can you give your customer when you get the vehicle ready?
B: Getting the vehicle ready can give your customer a sense of being respected.
9. A: Why don't you keep the customer waiting?
B: DO NOT keep the customer waiting in the first meeting because it is very impolite and could easily arouse displeasure.

Activity 8 (Open)

5. Practical Writing 写作

Ceremonial Speech 仪式讲话

Activity 10 Read and fill out the agenda with the given words.

Answer Key: (1) roll call (2) minutes (3) arising (4) strategies (5) adjournment

Activity 11 Activity 11 Suppose you are Jane of Emily Clothing Limited Company. Write a business agenda according to the following situation.

(For reference)

A Business Agenda				
Sept 15, 2010 Guangzhou, China				
TIME	ACTIVITY	LOCATIO N	ATTENDEES	PURPOSE
7:00-7:30a.m	Receiving Jack Thomson	Airport	executive of the foreign corporation	Giving Jack Thomson a warm welcome
8: 00 – 8: 30 a.m	Breakfast	Dining Hall in Emily Company	Jack Thomson & leaders of Emily Company	Getting acquainted with each other
8:30- 9:30 a.m	Welcome ceremony	Garden Hotel	Jack Thomson & leaders of Emily Company	Giving Jack Thomson a warm welcome
9:30-11:30 a.m	Visiting the show hall	Show Hall 3	Jack Thomson & the boss of Emily Company	Getting Jack Thomson to know about the history of Emily
12:00-2:00 p.m	Lunch and rest	Garden Hotel	Jack Thomson & the boss of Emily Company	Getting Jack Thomson to know about the contract
2:00- 3:00 p.m	Discussing details of the contract	Meeting Room	Jack Thomson & leaders of Emily Company	Make necessary changes to the details of the contract
3:00-4:30 p.m	Visiting the work line of Emily	Manufactory	Jack Thomson & managers of Emily Company	Introducing the advanced technology of Emily
5:00 -5:30 p.m	Signing a contract	Meeting Room	Jack Thomson & the boss of Emily Company	Building the business relationship
5:30-7:00 pm	Dinner Party	White Swan Hotel	Jack Thomson & leaders of Emily Company	Celebrating the partnership

Homework

P. 78-79 Conducting a project

单元授课计划

单元名称	Unit 5 Telephone Communication	计划课时	6
教 学 目 的	思政目标: master telephone etiquette		
	understand the procedures of making an effective telephone call; handle unpleasant or unexpected telephone calls.		
教 学 重 点	Some useful expressions Exercises in the book, especially the translation and writing		
教 学 难 点	Memo writing The expressions of telephone communication		
教学手段	With the help of some reference books, mp3, computer		
教学方法	Teaching and practicing, discussion		
教学内容及安排（教学过程及课时分配）			
The first 2 periods Introduction; new words and expressions; let students listen and speak the expressions of Exchanging Information			
The second 2 periods Explain passage1, discuss how to create a better working environment for ourselves and our colleagues;			
The third 2 periods Explain the Form of Notice and samples, and tell the story in career salon			
单元小结			
This unit focuses on telephone communication, the most common business activity of a corporate secretary. At the end of the unit, you are required to role- play a telephone reservation and complaint. This unit is divided into 3 sections to help you fulfill these tasks. First, you will develop presentation skills through activities in the Getting Started and Building Knowledge sections. Then, you can practice what you have learnt in the Talking Point section. Finally, you will carry out a team project in the Conducting a Project section.			
Homework			
P95-96 Conducting a project			

Unit 5 Telephone Communication

Teaching procedures:

1. Getting Started

Activity 2 Label the following objects with the words from the box.

Picture 1. telephone codes

Picture 2. LED screen

Picture 3. handset

Picture 4. touch tone pads

Picture 5. foot stand

Picture 6. mobile phone

Picture 7. cordless telephone

Picture 8. earphone

Activity 3 Listen to the passage and fill in the blanks with what you hear.

Answer Key:

1. microphone 2. reproduces 3. alert 4. handset 5. separate

6. connected 7. network 8. portable 9. radio 10. limited

Script:

All telephones have a microphone to speak into, an earphone which reproduces the voice of the other person, a ringer which makes a sound to alert the owner when a call is coming in, and a keypad (or in older phones a telephone dial) to enter the telephone number of the telephone being called. The microphone and earphone are usually built into a handset which is held up to the face to talk. The keypad may be in the handset or in a separate part. A landline telephone is connected by a wire to the telephone network, while a mobile phone or cell phone is portable and communicates with the telephone network by radio. A cordless telephone has a portable handset which communicates by radio with a base station connected by wire to the telephone network, and can only be used within a limited range of the base station.

Activity 4 Listen to a conversation and choose the best answer to each of the following questions.

Answer Key:

1. B 2. B 3. B 4. C 5. A

Script:

NICK: Hello, Nick Delwin

GREGG: Hi, Gregg Anderson here, Helen Turner's assistant at Odyssey Promotions in New York.

NICK: Oh yes, hello.

GREGG: Helen asked me to start making arrangements for your visit and I'd like to go over a few details with you.

NICK: Good, so things are moving forward.

GREGG: Yes they are. There are three things I'd like to go over with you - the hotel, the exhibit, and of course the reception. Is this a good time to talk?

NICK: Well, actually Gregg, I've handed over all the arrangements to Dianne Davis, my assistant. She's going to be looking after things from this end.

GREGG: Oh, great. Could you put me through to her?

NICK: Sure. Just a moment.

GREGG: Thanks.

DIANE: Diane Davis

NICK: Diane, I've got a Gregg Anderson on the line. He works for Odyssey Promotions over in New York. He's done some preliminary planning for our trip. Can I hand him over to you?

DIANE: Yes, of course.

2. Building Knowledge 知识准备

【课程思政：电话礼仪的重要性】

对于秘书人员

无论是工作中还是在电话里展现出职业化形象对于办公室人员来说是非常重要工作技能。在电话中服务好你的客户，给他们提供足够的信息并使之感到满意是很必要的。

电话沟通的重要性

电话机的性能在许多方面都得到了改善,在与顾客沟通上公司有了更多选择和灵活变通。在当今科技时代，提高口头交流的效率是个性化商务交流不可或缺的。

【词汇语法讲解】

1.inform [in'fɔ:m] vt. 告诉, 通知; 报告

例句: Can you inform me when to begin our final examination?

你能告诉我们什么时候期末考试吗?

2.appreciate [ə'pri:ʃieit] vt. 赏识, 重视;

例句: You can't appreciate English poetry unless you understand its rhythm.

你若不懂英文诗韵律, 就无法欣赏英文诗。

3.essential [i'esenʃəl] adj. 重要的, 主要的,

例句: It is essential that you should come home early.

你有必要早点回家。

Activity 5 Reading A

【参考译文】

有效的电话沟通是秘书必须要掌握的一项技能。从电话响起那一刻到电话结束, 对方都将对你和你的公司作出评价。花一些时间去学习怎样进行成功的电话沟通会让每一次的通话都成为你公司强有力的公关活动。以下是帮助你成功沟通的技巧:

开始通话

每次开始打电话都要致以诚恳的问候。问候的质量将为接下来的对话奠定基调。在电话开始时, 表明你的身份和公司名称并告诉对方这次通话的原因。如果是接电话, 询问对方你可以为他或她提供什么帮助。无论对方是如何回应的, 请时刻保持你的声音友善和乐于提供帮助的。

用心聆听

确定通话的原因。电话沟通对建立成功的商务关系是非常重要的, 它让顾客和员工双方都能迅速获得信息和解决问题。因此, 当你已经表明自己的身份和确定对方的身份时, 说明打电话的理由。记录好重要的信息并重述一遍以便让对方确认。

达成协议

在挂断电话前, 确认此次通话的目的已经成功达到并已解决问题。你或对方打电话是有原因的: 为了收集信息, 解决问题或者与某人取得联系。如果你打电话是为了获取信息, 重述你获得的信息以确保其正确和完整。如果对方打电话是为了解决问题, 向对方重述问题和提供的解决方案以确认对方得到满意的答复。

结束通话

感谢对方接听了你的电话。这可能会显得平淡无奇, 但是对于一个商务电话来说, 结束通话和电话开始的问候一样重要。如果是你打出的电话, 你应该在电话结束前确保已经达到目的。如果是对方发起的通话, 在挂断电话之前确认对方是否与你愉快的通话及对你公司是否满意是很重要的。询问对方是否还有其他需要你帮助的地方, 或者是否还有额外的信息提供给你。如果跟进工作是必须的, 在挂断电话前互留双方的联系方式。让对方感受到愉快的气氛是非常重要的。

其他进行有效电话沟通的策略

及时回复电话; 如不及时回复电话则反映出薄弱的顾客服务意识。语音信箱是一把双刃剑。打电话时, 确使你留下的语音信息是简洁明了的。留下你的姓名、业务范围、致电原因和联系方式。

除非迫不得已才可以让客户等候。没有人会喜欢拿着电话等待身份被确认。如果你必须要客户等候, 估计等候时间并询问他/她是否介意。如果你让客户等候, 保持每隔 45 到 60 秒就与他们联系一次确保他们觉得没有被遗忘。当你拿着电话等候对方时每一分钟就好像一辈子那么长。

永远不要让电话铃响超过 4 次。否则这样的做法是告诉对方他们的电话对你来说是不重要的或者你做事杂乱无章没有效率。

Task 2 Decide whether the following statements are true (T) or false (F) according to the passage.

Answer Key: 1. T 2. F 3. T 4. F 5. F

Task 3 Use words from the passage to fill in the blanks in the following sentences.

Answer Key: 1. Identify 2. solve problems 3. resolution 4. Thank 5. Voicemail

Task 4 Here's some advice on making business calls. Match the advice above to the reasons below

Answer Key: 1. G 2. F 3. C 4. D 5. E 6. A 7. H 8. B

5. Practical Writing

Ceremonial Speech

Activity 10 Read and complete the memo with the given words.

Answer Key: changes discussed stress concerns confident

Activity 11 Suppose you are Jane of Emily Clothing Co. Ltd. Write a memo according to the following situation.

(For reference)

From: Jane

To: Mr. Thompson

RE: Hotel Reservation

I have booked 3 suite-rooms from June 20 to June 22 in the White Swan Hotel by telephone. The price of each suite-room is 800 RMB with free breakfast. I will confirm the reservation the day before the guests arrive.

Best regards,

Jane

Homework

P95-96 Conducting a project