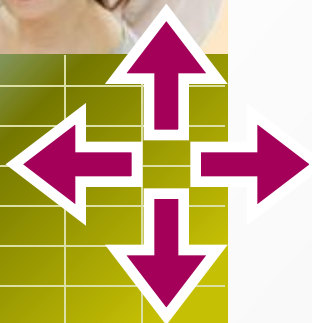


新职业英语

职业综合英语

1

第 2 版



Unit 1

Organization

ENGLISH FOR CAREERS

Unit 1 Organization

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Warming-up

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Reading A

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Reading B

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Listening & Speaking

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Writing

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Mini-project

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My progress Check

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Task 1 Look at the following logos and give the names of the countries in which the companies are headquartered.

Car Companies



Germany



Japan



USA

Supermarket Companies



Germany



USA



P. R. China

Mobile Phone Companies



USA



P. R. China



Korea

Task 2 List at least two companies for each type of the following products.



Air-conditioner



Laptop

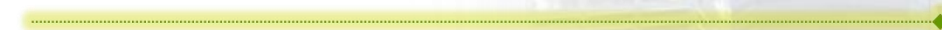


Sportswear

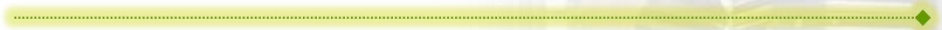
What is a logo?

A logo is a graphical element that, together with its logo type, forms a trademark or commercial brand. Typically, a logo's design is for immediate recognition. The logo is one aspect of a company's commercial brand, or economic or academic entity, and its shapes, colors, fonts and images usually are different from others' in a similar market.

 Task 1



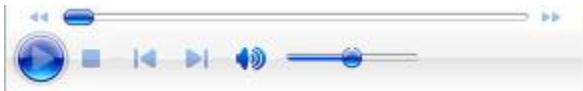
 Task 2



Task 1 Listen to the conversation between a receptionist and a visitor. Then fill in the missing information.

VISITORS: 12th September

Visitor No.	First Name	Last Name	Company	To see
1	Maria	Smith	AGD Construction	Jamie Saunders
2	Carol	Black	Lewis Printers	Michael Cornwall
3	<u>Ralph</u>	<u>Sayers</u>	<u>JOD</u> Technologies	Richard Sapir
...				



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Task 1 Script

W: Good morning. Can I help you?

M: Good morning. I'd like to see your general manager, Mr. Richard Sapir.

W: Have you got an appointment with him?

M: Yes.

W: What's your name, please?

M: It's Ralph Sayers.

W: How do you spell it?

M: My first name's Ralph, R-A-L-P-H.

W: And your last name?

M: Sayers, that's S-A-Y-E-R-S.

W: And what company are you with?



Task 2 Mr. White is meeting with Mr. Brown from the Head Office. Listen to the conversation and match the people below with their job titles.



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Task 2 Script

M1: Good morning, Mr. Brown. Nice to see you again.

M2: Nice to see you, too, Mr. White. Your new office building is really nice.

M1: Thank you. So what brings you here this time?

M2: I've come to see your sales manager, Mr. Walker. He's arranged a meeting for tomorrow. By the way, where is his office?

M1: Don't worry. Come with me and I'll get someone to take you there.

M2: That'll be great.



 Text

 Task 1

 Task 2

Business Know-how

Making a Company Introduction

A company introduction usually contains the following information:

- History;
- Number of employees;
- Management structure & company culture;
- Products or services.



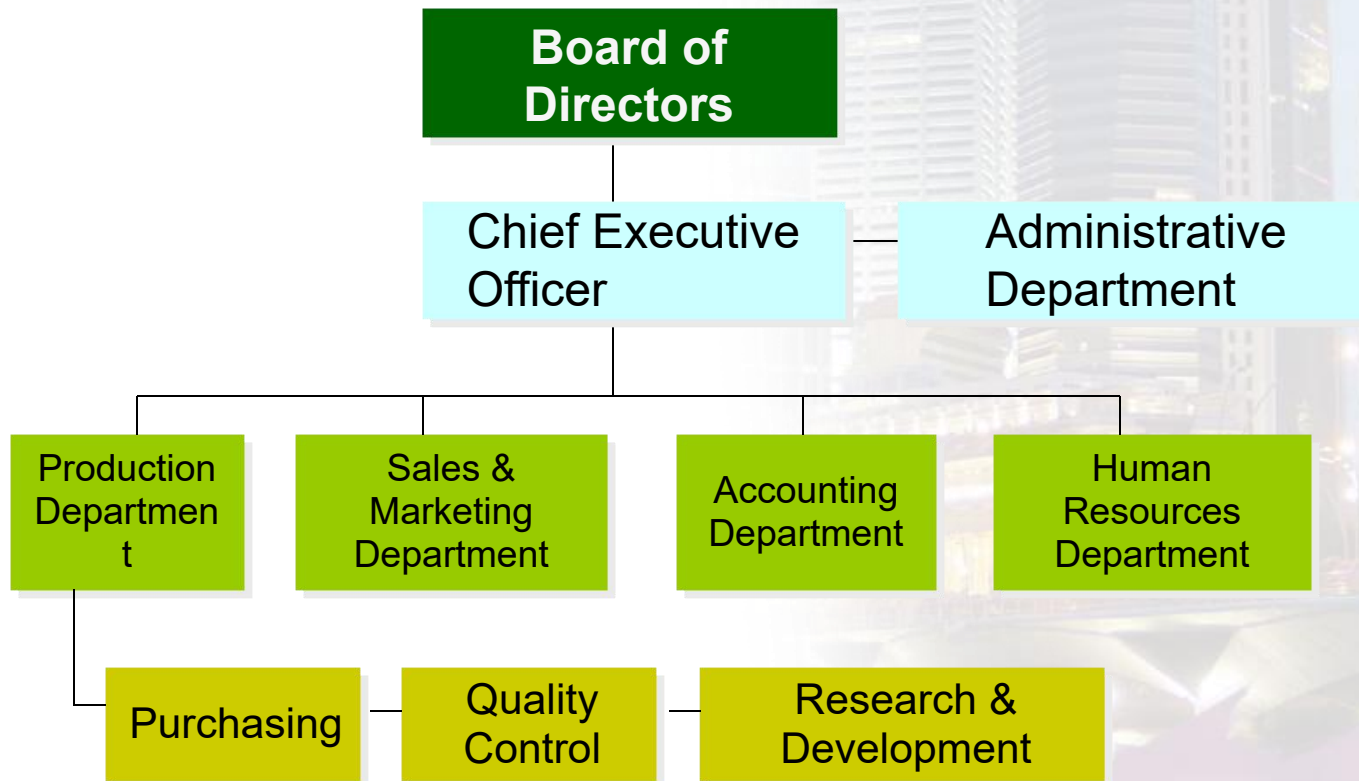
P&G Profile

- ❖ Procter & Gamble, referred to as P&G and founded in the year 1837, is one of the leading manufacturers of consumer products. Our headquarters is located in Ohio America, with employees nearly 110000 people worldwide.
- ❖ P&G has operations in more than 80 countries, with more than 300 brands on market in 160 countries. These include beauty care, household care and Gillette products. Three billion times a day, P&G brands touch the lives of people around the world.

- ❖ Throughout our history of nearly 175 years, our business has grown and changed.
- ❖ We will provide branded products and services of superior quality and value that improve the life of the world's consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper.



Below is the company's organization chart, including all departments and their functions.



Unit 1 Organization Reading & Vocabulary

- ❖ **Board of Directors is the governing body of the company.**
- ❖ **Chief Executive Officer (CEO) works closely with the Board to provide leadership for the company.**
- ❖ **Administrative Department is in charge of drafting all administrative documents, providing support and service for the board and the CEO.**
- ❖ **Production Department is responsible for the development and manufacturing of products.**

- ❖ Purchasing is in charge of the actual buying of all items.
- ❖ Quality Control (QC) is to ensure the products are up to certain standards.
- ❖ Research & Development (R&D) is responsible for looking into new products and their design and the improvement of the existing products.
- ❖ Sales & Marketing Department is involved in promoting and selling products.
- ❖ Accounting Department monitors the accounts of the clients and the company.
- ❖ Human Resources (HR) Department manages the administrative aspects of the employees.

- ❖ profile ['prəʊfaɪl] n. [C] (公司)简介; 概况
- ❖ manufacturer [mænju'sfæktʃə rə] n. [C] n. 制造商; [经] 厂商
- ❖ consumer [kən'sju:mə] n. 消费者; 用户, 顾客
- ❖ headquarter ['hedkwɔ:tə] n. 总部
- ❖ operation [ɒpə'reɪʃ(ə)n] n. 企业/机构
- ❖ billion ['bɪljən] n. 十亿; 大量 num. 十亿 adj. 十亿的
- ❖ branded ['brændɪd] adj. 名牌商标的, 品牌的
- ❖ superior [su:'piəriə] adj. 上级的; 优秀的

Unit 1 Organization Vocabulary

- ❖ generation [dʒenə'reɪʃ(ə)n] n. 一代; 一代人; 产生
- ❖ reward [rɪ'wɔ:d] n. 报酬; 报答; 酬谢
- ❖ shareholder ['ʃeəhəʊldə] n. 股东; 股票持有人
- ❖ community [kə'mju:nəti] n. 社区; 共同体; 团体
- ❖ prosper ['prɒspə] vi. 繁荣, 昌盛; 成功
vt. 使……成功; 使……昌盛; 使……繁荣
- ❖ organization [ˌɔ:gənaɪ'zeɪʃn] n. 组织; 机构;
- ❖ governing ['gʌvənɪŋ] adj. 有统治、控制或治理权力的
- ❖ executive [ɪg'zekjʊtɪv] n. 总经理; 执行者;
adj. 行政的; 执行的
- ❖ administrative [əd'mɪnɪstrətɪv] adj. 管理的, 行政的

- ❖ development [dɪ'veləpm(ə)nt] n. 发展；开发；发育
- ❖ manufacture [mænʃʊ'fæktʃə] vt. 制造；加工； vi. 制造 n. 制造；制造业
- ❖ purchase ['pɜ:tʃəs] n. 购买
- ❖ item ['aɪtəm] n. 条款，项目；一件商品（或物品）
- ❖ standard ['stændəd] n. 标准；水准； adj. 标准的；合规格的
- ❖ involve [ɪn'vɒlv] vt. 包含；牵涉；使陷于；潜心于
- ❖ promote [prə'məʊt] vt. 促进；提升；推销；发扬
- ❖ monitor ['mɒnɪtə] vt. 监控 n. 监视器；监听器；班长
- ❖ client ['klaɪənt] n. 客户；顾客；委托人

Task 1 Decide whether the following statements are true (T) or false (F) according to the P&G profile.

- (**F**) 1. P&G is one of the leading manufacturers of industrial products.
- (**T**) 2. P&G provides products and services of high quality to improve both consumers' life and its own business.
- (**T**) 3. The Chief Executive Officer (CEO) makes the top leadership of the company.
- (**F**) 4. R&D is responsible only for developing new products.
- (**F**) 5. Administrative Department gives orders to the other departments.

Task 2 The CEO of P&G received reports of the following incidents. Help him decide which departments should be held responsible for the problems described.

1. Three engineers in R&D didn't get their wages on time.
Human Resources Dept.

2. Several customers complained about a bad smell from the company's hair care products.
Production Dept.

3. There are several spelling mistakes in the new profile on the company's website.
Administrative Dept.

4. Two important clients called to ask for products with new features and better designs.
Sales & Marketing Dept.

❖ Subject-Verb Agreement(主谓一致)

- ❖ 英语句子中的主谓一致是指二者在语法形式、词义概念和单复数关系上的一致。我们在实践中，首先要正确理解做主语的词（或短语）以及谓语动词的属性，再结合具体语境和语法知识，才不容易出错。

TIPS:

一. 就近原则:

在 **not only...but also, not...but, neither...nor, either...or, there be...** 句型中，谓语动词由相邻的主语来确定。

二. 集合名词做主语，指成员时，谓语用复数；指团体，组织时，谓语用单数：如：**class, team, group, family, audience(听众), government, company, crowd, public, enemy, committee** (委员会) 等。

- 三. 当两个名词用 **with, together with, as well as, rather than, more than, but, except, besides, along with, including, like** 等连接起来做主语时，谓语动词与前面的主语一致。
- 四. 当 **each, neither, either** 以及由 **every, any, no, some** 与 **one, body, thing** 构成的不定代词做主语时，谓语动词用单数。但 **none** 做主语时谓语用单复数都行。另外：当 **every, each, no** 做定语时，即使用 **and** 连接两个主语，谓语也用单数。
- 五. 当主语表示时间，重量，距离，价格时，谓语动词用单数。算式做主语时，谓语用单数，复数都可以。

- 六. 当主语是一个从句，不定式或动名词时，谓语一般用单数。但由 **and** 连接两个不定式或动名词时，动词则用复数，表示不同的两件事。当 **what, all (that)** 或 **such** 引导的句子做主语时，谓语用单数或复数应看后面的表语来确定。
- 七. 当一个复数名词用做书名，人名，学科名或报刊名时，谓语用单数。
- 八. 定语从句的关系代词在从句中充当主语时，从句的谓语应与先行词保持一致。
- 九. 在强调句中，强调主语时，后面的动词还是由被强调的主语来确定。
- 十. 几种较为特殊的主语与谓语的一致。

MEMO

A memorandum, or memo for short, is a document designed to be read quickly and passed along quickly, often within a company or work group.

Memos achieve their goals by informing the reader about new information like policy changes, price increases, or by persuading the reader to take an action, such as attending a meeting.

A memo should be brief, clear and accurate. The format of a memo should include **TO** (information of the recipient), **FROM** (information of the sender), **DATE**, and **SUBJECT** of the memo, as indicated in the following sample.

Task 1 Read and complete the memo with the given words.

appointed act inform place respect

MEMORANDUM (MEMO)

TO: All employees

FROM: Daniel Krammer, General Manager

DATE: August, 20, 2017

SUBJECT: Change of Sales Manager

- ❖ I am writing to _____ you that Mr. Owen Smith, the sales manager, resigned his position on August, 15, 2017. He therefore has no authority to _____ for this firm in any _____ from that date.
- ❖ Mr. Leo brown was _____ the new sales manager by the board to take the _____ of Mr. Owen Smith.

Task 2 You work in Quality Control Department. You discovered that something has gone wrong with a machine in a routine test. Write a memo to Mr. Rick Smith, Quality Control Manager, to report this matter and offer a suggestion for a thorough check of the whole production line.

Create Your Own Website

Work in groups. Set up a company and design the “About Us” page for your company’s website. The page should include your company’s name, logo, profile, management and products. The following sample is provided for your reference.

- Work in groups;
- Refer to Business Know-how for company introduction;
- Include name, logo, profile, management, products/services, etc.;
- Good time management and cooperation;
- In-class presentation.

Unit 1 Organization My Progress Check

Listening Comprehension

Listen to the conversation and decide whether the following statements are true or false.

1. The man is going to have a job interview in the woman's company.

True

False

2. The man is meeting with the manager of the HR Department.

True

False

3. The HR Department is on the 13th floor.

True

False

4. The conversation took place in the office of the HR department.

True

False

Vocabulary and Structure

Complete the sentences with the proper form of the given words.

1. P&G is one of the leading _____ (manufacture) of skincare products.
2. The company has _____ (organization) a series of sales roadshow(路演)
3. Adam works in the Research and _____ (develop) Department.
4. _____ (administration) Department provides support and service for the board and the CEO.
5. Each year, millions of tons of coal will be _____ (consumer) in this area.
6. People's living standard has been greatly _____ (improve) in the past 30 years.

Unit 1 Organization My Progress Check

Fill in the blanks with the proper form of the given words

1. He lost one of the books which _____ (be) borrowed from the library yesterday.
2. Jack, as well as his relatives and friends, _____ (hold) a party at home now.
3. The 29th Olympic Games in Beijing _____ (be) held successfully.
4. All but the one that asked for leave yesterday _____ (be) here just now.
5. On each side of the road _____ (grow) a lot of tall trees.
6. Three hours with your old friends _____ (seem) to be a short time.

Translation

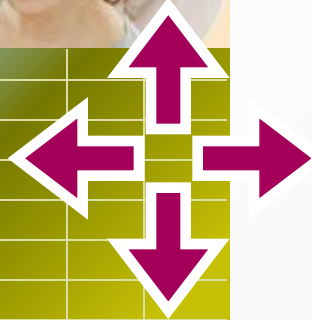
Translate the following into English using the given words or phrase.

1. 生产部负责产品的生产。(be responsible for)
2. 上个月首席执行官忙于公司的年度市场营销活。
(be involved in)
3. 现在各大公司都充分利用网站来推销产品和服。
(promote)
4. 我们公司总部位于中国上海。(be located in)

Reading and Writing

Read the paragraph and write down your understanding of the underlined part in about 50 words.

We will provide branded products and services of superior quality and value that improve the life of the world's consumers, now and for generations to come. As a result, consumers will reward us with leadership sales, profit and value creation, allowing our people, our shareholders and the communities in which we live and work to prosper.



Thank You!

ENGLISH FOR CAREERS