

Contents

Project 1 Being a Secretary

项目一 成为秘书

Task 1	Preparing for a Job Interview	/ 1
Task 2	Being Interviewed	/ 11
Task 3	Getting Information About a Company	/ 22

Project 2 Making Schedules and Plans

项目二 时间安排及计划事务

Task 1	Sequencing Business Affairs	/ 29
Task 2	Drafting Daily Log	/ 36
Task 3	Scheduling Appointments	/ 41
Task 4	Writing Memos	/ 48

Project 3 Receiving Visitors

项目三 接待事务

Task 1	Handling Business Calls	/ 55
Task 2	Receiving Callers with/Without an Appointment	/ 64
Task 3	Arranging Reception Activities	/ 71
Task 4	Accommodating and Entertaining Guests	/ 78

Project 4 Managing Routines

项目四 办公日常事务管理

Task 1	Managing and Maintaining Office Facilities	/ 86
Task 2	Processing Correspondence	/ 94
Task 3	Writing Business Letters	/ 101
Task 4	Filing Documents	/ 111

Project 5 Preparing for Business Trips

项目五 商务出行事务安排

Task 1	Preparing for Travel	/ 118
--------	----------------------	-------

Task 2	Making an Itinerary	/ 126
Task 3	Making Reservation	/ 134

Project 6 Arranging Business Ceremonies and Activities

项目六 商务仪式活动安排

Task 1	Inviting Business Partners — Making and Answering Invitation Cards/Letters	/ 141
Task 2	Preparing Ceremonial Speeches	/ 150
Task 3	Preparing a Press Conference	/ 157
Task 4	Making a Product Presentation	/ 164

Project 7 Arranging Business Conferences

项目七 商务会议安排

Task 1	Making Notification of Meetings	/ 172
Task 2	Writing an Agenda	/ 180
Task 3	Taking Minutes	/ 187
Task 4	Handling Affairs after Conferences	/ 196

Project 8 Dealing with Business Communication and Relationships

项目八 商务沟通与协调

Task 1	Settling Complaints	/ 203
Task 2	Dealing with Business Negotiation	/ 213
Task 3	Communicating with Supervisors	/ 219
Task 4	Coordinating with Colleagues	/ 225


Project 项目一 1



Being a Secretary 成为秘书

Task 1 Preparing for a Job Interview

Learning Objectives

- 
- Learn about the correct forms and expressions of job application letters and resumes
 - Learn about the processes and ways of preparing for a job interview
 - Learn to compose an effective job application letter and a resume
 - Learn to highlight personal strengths and qualifications in job hunting
 - Learn about a secretary's best manners in a job interview

● Task Background

Liu Yun is a graduate from a higher vocational college, who majors in Secretary. Now she is reading a job-wanted ad for an executive secretary by LCA Trade Company, which was put on the local daily newspaper. She is quite interested in this position and decides to apply for the job.

● Task Requirements

Understand the job-wanted ad.

Evaluate yourself and identify your qualifications.

Compose a resume and a cover letter according to the job-wanted ad.

● Directions

An after-class task can be pre-assigned to the class by asking the students to collect some job-wanted ads from the newspaper or the Internet. This task can be fulfilled in a form of group discussion. 4–5 students analyze the position descriptions, responsibilities and position requirement statements; work out the possible process of preparing for a job interview.

● Sample

Step one — Understand the job wanted ad.

Job Wanted

EXECUTIVE SECRETARY to GM in a trade company. Have a sense of responsibility, service attitude and work under pressure. Starting salary within range of RMB 2.5K–3K, depending on experience. Good computer knowledge, organizational skills, and phone manners a must. Pls. send your resume with one professional photo of yourself taken recently (Art Photo is not acceptable) to: JulietWang@LCA.com.

Responsibilities:

1. Perform daily office administration duties for supervisor and others as directed.
2. Organize and maintain files of documents, receive and distribute all incoming/outgoing correspondence/packages/couriers.
3. Schedule, arrange and coordinate meetings and conference calls and prepare for meeting minutes when requested.

4. Prepare for documents or reports upon request in both Chinese and English languages.
5. Coordinate the office facility supplier, responsible for the printers, fax machines, and computers maintenance.
6. Coordinate travel arrangements for supervisor and others when requested including the procurement of airline tickets, transportation to and from airports, and hotel accommodations.

Requirements:

1. College/University degree or above, administration field or relevant major is preferred.
2. College/University degree or above is a must.
3. Excellent interpersonal & communication skills.
4. Good command of the English language with the ability to translate technical and legal documents from English to Chinese or from Chinese to English.
5. Computer operation skills with a high degree of proficiency in Word, Excel and PowerPoint.
6. Helpful, pro-active, mature and quick response, accurate working, and self organization skills.
7. Good team player with a strong work ethic and flexibility to work long hours.

To get some useful information from the job wanted ad (research the employer, and when possible, the position).

Position	<i>Executive Secretary to GM</i>	Employer	<i>LCA Trade Company</i>
Salary	<i>RMB 2,500–3,000</i>	Contact Information	<i>JulietWang@LCA.com</i>
Job Responsibilities	<i>Perform daily office administration duties; organize and maintain files of documents; deal with correspondence; arrange appointments and conferences; prepare for documents in both Chinese and English; maintain office equipments; make travel arrangements.</i>		
Requirements	<i>Sense of responsibility; service attitude; work under pressure; organizational skills, phone manners; college/university degree; interpersonal & communication skills; English language; computer operation skills; helpful, pro-active, mature and quick response, accurate working; team spirit; work ethic and flexibility to work long hours</i>		

Step two — Evaluate yourself and identify your qualifications.

Personalities	Your Answer	
easy to work with; well-spoken; energetic; quiet; friendly; well-organized; hard-working; independent; intelligent; quick-thinking; kind; helpful; introverted; extroverted; efficient; patient; aggressive; ambitious; creative; adaptable; sociable; punctual ...	<i>I'm well-organized, hard-working, adaptable, sociable and well-spoken ...</i>	
Qualifications	Your Answer	
vocational school diploma; associate degree; bachelor's degree; professional qualification; high school diploma; proficiency test; College English Test ...	<i>Diploma of Secretarial Major; College English Test Band 6</i>	
Skill or Ability	Your Answer	
Can you ...	Yes/No	Extra Info
use Power Point/Microsoft Excel/a word processor?	<i>Yes</i>	
face new challenges/lead a group/work alone/work under pressure?	<i>Yes</i>	
speak another language/translate correspondence?	<i>Yes</i>	<i>National CET-6 Certificate</i>
Are you good at ...		
statistics/stenography?	<i>Yes</i>	
writing business letters/giving presentations?	<i>Yes</i>	
solving problems/negotiating?		
Do you know how to ...		
prioritize tasks?	<i>Yes</i>	
deal with angry clients?		
communicate effectively?	<i>Yes</i>	
Do you have ...		
any experience?	<i>Yes</i>	<i>Part-time job</i>
a driver's license/any certificates/any degrees?	<i>Yes</i>	<i>China National Secretarial Authentication at Middle Level; Driving License</i>
a professional attitude	<i>Yes</i>	

Step three — Compose a resume and a cover letter.

RESUME

**No. 123 Zhongshan Street
Ningbo, Zhejiang Province 315000
(0574) (82203310)
Liuyun.Applicant@email.com**

Objective: Executive Secretary

Education

Bright Vocational College
June 2013
Diploma of Secretarial Major

Experience

Office Assistant (internship)

Southeast Trade Company, No. 66 Ruili Road, Ningbo, Zhejiang Province, 315000
November 2012—Present
Assist clientele as they enter office and via phone
Perform filing, data management, drafting and editing short office memos
Assist with all other office administrative duties

Executive Secretary (part-time)

ABC Language School (Summer camping), No. 5 Zhongshan Street, Ningbo, Zhejiang Province, 315000
June 2008 — September 2008
Inputting data, office errands, internship and alumni updates
Scheduling appointments and assisting students register and find information

Skills

Mastery of Microsoft Office programs (Word, Excel, PowerPoint, Access)
Experience with maintaining office budget
Ability to work with several operating systems, including Windows, Mac OSX and Linux

Reference available upon request

Liu Yun
No. 123, Zhongshan Street
Ningbo, Zhejiang Province, 315000
(0574) (82203310)

Ms. Juliet Wang
LCA Trade Company
87 Regal Street
Ningbo, Zhejiang Province, 315000

Dear Sir or Madam,

I am writing to apply for the secretary position advertised in the local Daily Newspaper dated July 10th, 2010. As requested, I am enclosing a completed job application, my certificates, resume and three references. The position of executive secretary offered is very interesting, and I believe that my part-time experience and education will make me a very competitive candidate. The key strengths that I possess for success in this position include:

I have successful academic records for my professional courses.

I can write in shorthand at the rate of 120 words per minute, and typewrite at 55 words per minute in English.

I'm well acquainted with most of the office works from my part-time job.

At school, I won a scholarship and the first prize in a speech contest.

I have obtained CET-6 and National Computer Rank Examination Grade One. Please read my resume for additional information on my experience.

It can be reached anytime via my cell phone, 13011056789. Thank you for your time and consideration. I will appreciate it if you are kind to grant me an job interview at your earliest convenience.

Sincerely,

Liu Yun

Enc: resume and references

● Task Optimizing

I. Reading

Tips for a Successful Job Interview

Preparation for the job interview

1. Be physically and mentally prepared

Decide what to wear days before the interview. Being well-groomed and having a good appearance is essential. Have a good night's sleep, eat a healthy meal and allow plenty of travel time.

2. Be proactive

Do research on the organization by reviewing its corporate profile and by reading some relevant information through websites and print materials. Find out the specifics of the job you are applying for and try to be well-informed about the company — its culture, goals and mission.

3. Be your best self

Spend time researching about you. Review your past experience and accomplishments that may fit the needs of the company. Being able to have a grasp of your talents, skills and experiences would enable you to communicate the contributions you can make for the company.

4. Be positive

Being well-prepared to eliminate your nervousness. Just enjoy the interview and be enthusiastic when responding to the interviewer's questions. Confidence and a pleasant disposition bring out the positive energy in you.

The interview

1. Do greet the interviewer(s) by title (Ms., Mr., Dr.,) and last name if you are sure of the pronunciation.
2. Do wait until you are offered a chair before sitting. And do remember body language and posture: sit upright and look alert and interested at all times. Don't fidget or slough.
3. Don't tell jokes during the interview.
4. Remember to turn off your cell phone before the start of the interview.
5. Relax and be yourself.
6. Some first impression gestures are handshakes, eye contact, warm smiles, good posture and a confident introduction of self.
7. If there are two or more interviewers, be sure to address all the interviewers in the room when answering the questions.
8. Take time to think before you answer the questions. A well-thought answer is always better than a rushed one. Try to give complete answers as much as possible and if you do not understand the question, ask for clarification.

9. Use concrete experiences to illustrate important information about yourself.
10. Avoid using poor or slang language to impress the interviewer. Use familiar but concise words during the interview.
11. Show interest during the interview by striking a good balance between speaking and listening.
12. Be honest. Answer the questions truthfully and be fair to yourself.
13. Make sure to highlight your good points. This would enable the interviewer to assess your performance at work and your potentials to be an effective employee.
14. When being asked about your weaknesses and failures, mention how you were able to handle the difficult situation, share the lessons you learned and the improvements you would take to convert certain weaknesses to strengths.
15. Don't act desperate by betting the interviewer you are willing to take any job offered.
16. If you have some points that you weren't able to discuss towards the end of the interview, take the initiative to mention a couple of things you want the interviewer to know about you.
17. Before leaving the interview, ask the interviewer what the next steps would be. Know what to expect and when to hear from them.

After the interview

1. Thank the interviewer for the time spent with you.
2. Make some notes regarding the things you learned about the company. These may be helpful for your next sets of interviews.
3. Do try and get business card from each person you interviewed with — or at least the correct spelling of their first and last names. And don't make assumptions about simple names — was it Jon or John — get the spelling.
4. Make a follow-up call to know your status and your succeeding interviews.

Notes:

- * **essential** *adj.* basic and fundamental; of the greatest importance 本质的, 必要的, 重要的
- * **well-groomed** *adj.* having tasteful clothing and being scrupulously neat; having your hair neatly brushed and combed 被小心照料的, 梳洗得整洁的
- * **proactive** *adj.* descriptive of any event or stimulus or process that has an effect on events or stimuli or processes that occur subsequently 积极的, 先发制人的
- * **profile** *n.* an outline of something 概要
- * **eliminate** *v.* terminate, end, get rid of 除去, 排除
- * **fidget** *v.* move restlessly 坐立不安的
- * **slough** *v.* assume a dropping posture or carriage 无精打采地站, 坐
- * **concrete** *adj.* capable of being perceived by the sense; not abstract or imaginary 具体的
- * **assess** *v.* evaluate or estimate the nature, quality, ability, extent, or significance of 评估, 评价
- * **convert** *v.* change the nature, purpose, or function of something 变换, (使)转变

Exercise one: Answer the questions according to the text.

1. How to get the relevant information about the organization before the interview?
2. Is it right to illustrate your important information briefly in the interview?
3. How would you deal with the question about your weakness in the interview?
4. What is “a well-thought answer” in the interview?
5. What would you do after the interview?

Exercise two: Fill in the blanks with the words or phrases given below. Change the forms where necessary.

assess	convert	essential	slouch
concrete	eliminate	profile	fidget

1. Their team _____ in the first round.
2. It's bad manners to _____ about at the table.
3. Her most _____ quality is kindness.
4. The solar cell can _____ the energy of sunlight into electric energy.
5. Don't _____! Stand up straight!
6. He can quickly _____ a person's character.
7. You should get relevant information of the company from its _____ through website.
8. Have you any _____ thoughts on how to deal with this difficulty?

II. List out the aspects of preparation

<p>1. Psychological</p> <ul style="list-style-type: none"> ● Self-confidence (eye contact, stay contact). ● Don't be scared if the interviewer ask you too many questions since he really want to hire you. ● Don't be distracted by the interviewer's attitude & behavior. 	<p>2. Mental</p> <ul style="list-style-type: none"> ● Write as many questions, both general (fit everyone) the specific that you expect to be asked (example support). ● Answer them using the points and layers, rank your points by their importance to the interviewer.
<p>3. Physical</p> <ul style="list-style-type: none"> ● Dress in a way that will not distract the interviewer from listening what you say. ● Avoid unnecessary accessories, over-or-under-dress. 	<p>4. Intellectual</p> <ul style="list-style-type: none"> ● Get the name, position and background of the interviewer. ● Remember your selling points. ● Answer all the questions, don't be scared to answer wrongly. ● Don't assume that interviewer has reviewed the documents (Avoid saying “As I have written in my application”).

III. Steps to Prepare for an Interview 准备面试的步骤

1. Prepare for the interview materials 准备面试材料
2. Research the employer 了解招聘公司
3. Rehearse your interview 面试演练
4. Dress for success 得体着装

• Development

Cover Letter

A cover letter or job application letter is your introduction to the potential employers. A cover letter or job application letter is your sales pitch to the company you are applying to. A cover letter is not a summary of your resume and it doesn't replace a resume. A cover letter complements your resume. The main objective of the job application, cover letter and resume is to get the employer interested in calling you for an interview.

- ◆ Refer to the job and where and when you saw it advertised.
- ◆ A job application cover letter should be a brief and simple one page letter.
- ◆ Put in any information about work you have done before.
- ◆ Give your telephone number or any contact information in the letter.
- ◆ Close your letter by saying how suitable you are for the job.

If you were Cathy Lee, improve the following cover letter according to the given tips:

No. 9 Xuefu Road
Ningbo City College of Vocational Technology
May 1, 2013

Dear Sir or Madam,

My name is Cathy Lee. I am interested in the foreign affairs secretary position you advertise about in the Ningbo Education.

I graduated this June from Fudan University. I major in Business English and graduate with the first scholarship.

I am 23 years old. I work hard and learn quickly. I have no experience in foreign affairs, because all of my spare time during college was taken up by computer games.

I hope you can give me a chance to have a face-to-face interview.

Sincerely yours,

Cathy Lee

• Assignment

Choose a job wanted-ad from the Internet. Suppose you were interested in the post and decided to apply for the job. What would you do for the job application? Share your experience with your classmates by presentation.

Task 2 Being Interviewed

Learning Objectives

- Learn about some interview expressions and strategies
- Learn about a secretary's qualities, duties and roles in office routines
- Learn to understand and answer the interview questions properly
- Learn to express the roles and responsibilities of a secretary in English
- Learn about a secretary's best attire etiquette in a job interview

• Task Background

Liu Yun's letter of application for a job has been received by her prospective employer and she has been asked to go to the office for an interview. Now, she is waiting for an interview. Jane Smith is the interviewer,

who is the manager of the Human Resource Department in LCA Trade Company. To cope with the questions asked in the interview, Liu Yun should know the basic duties of a secretary.

• Task Requirement

Anticipate and classify the employer's questions and plan questions of your own.

Rehearse the interview.

List some attire etiquette in a job interview.

• Directions

This task can be designed as a simulated job interview, and be fulfilled in a form of group work. 4–5 students in a group participate in the activity, acting as the main interviewer, the interviewee, assistant interviewers, the secretary to take records of the interview respectively. At last the teacher could choose some groups to report to the class in a way of role play.

• Sample

Step one — Anticipate and classify the employer's questions and plan questions of your own.

Interviewer's Strategy

- ✓ Check if you are serious about this interview
- ✓ Understand your thinking approach and maturity
- ✓ Interviewer can ask questions based on your answers

Questions About Yourself

Tell us something about yourself.

Please introduce yourself.

Say about your career goal and plan.

What are 3 strengths and 3 weaknesses about you?

Which 3 subjects you like most and least?

Tell something about your studies and past jobs. (activities, working experience)

Behavioral Interview Questions

Why do you want this job?
Why should we hire you? Please convince me that I have to hire you.
Why do you want to work for this company?
What experience do you have that relates to this job?
What is your career plan?
Do you have any questions for us?
Where do you see yourself in five years from now?

Questions for the Secretarial Profession

Tell about a successful experience you had on a job.
Tell about a problem you had at a job and what you did about it.
Tell about a mistake you made at work and what would do differently.
What technical skills do you possess?
Can you create a calendar of projects for each manager in Excel?
What is your experience with meeting planning and calendar maintenance?
How do you feel about overtime work?
How do you coordinate and schedule a meeting?
How do you work with confidential information?
What are the different means by which documents may be filed?
What will you do when your boss ask you to work on Sunday?
What will you do when you have a contradicting idea with your boss?

Appropriate Answers

I've come here for an interview as requested.
My name is ...
I major in ... (My major is ...)
My friends always say I'm a person who is honest, creative and easy-going.
I'm a friendly, aggressive, flexible, caring and determined person.
I am always energetic and enthusiastic.

I have been doing quite well at college. According to the academic records I have achieved so far, I am confident that I am a qualified candidate for this position.

I have experience in computer operation, proficient in Microsoft Windows, Microsoft Word and Microsoft Excel.

I have learnt English for more than 10 years, and have passed College English Test Band 6.

I was awarded a scholarship from the college every year.

I have imagined that if I were you, I would want to hire particular kind of person; I have strengths of such kind of person that fit your company.

I am having high sincerity in this job.

Step two — List some attire etiquette in a job interview.

How to Dress for an Interview

Men's Interview Attire

- Suit (solid color - navy or dark grey)
- Long sleeve shirt (white or coordinated with the suit)
- Belt
- Tie
- Dark socks, conservative leather shoes
- Little or no jewelry
- Neat, professional hairstyle
- Limit the aftershave
- Neatly trimmed nails
- Portfolio or briefcase

Women's Interview Attire

- Suit (navy, black or dark grey)
- The suit skirt should be long enough so you can sit down comfortably
- Coordinated blouse
- Conservative shoes
- Limited jewelry (no dangling earrings or arms full of bracelets)
- No jewelry is better than cheap jewelry
- Professional hairstyle
- Neutral pantyhose
- Light make-up and perfume
- Neatly manicured clean nails
- Portfolio or briefcase

Step three — Rehearse the interview.

Sample Interview

Mrs. Jane Smith(J) — Human Resource Manager

Mr. Gale Thompson(G) — General Manager

Liu Yun(L) — Interviewee

J: Come in. Ah, Good morning.

L: Good Morning.

J: Sit down, please.

L: Thank you. (sits down)

J: I'd like to introduce you to Mr. Gale Thompson, our General Manager.

L: How do you do?

G: How do you do?

J: And I'm Jane Smith, the HR manager. So, Miss Liu, did you find us easily this morning?

L: Your office is only 50 minutes drive from where I live.

J: You have your own car?

L: No, I don't. I came here by taxi.

J: Good. Can we check on a few of your personal details? You were born in 1987?

L: Yes, Oct. 10, 1987, to be more exact.

J: OK, can we move on to your education now? So you will graduate from Bright Vocational College in June, 2013?

L: That's right.

J: Thank you very much, Miss Liu. Mr. Thompson, would you like to continue?

G: Yes, certainly. Miss Liu, where did you get your secretarial qualifications?

L: At the Secretarial Department, Bright Vocational College.

G: Good. What qualifications did you get when you were there?

L: Stage I, II typing certificates, a word processing diploma and a shorthand certificate.

G: Which shorthand qualification exactly?

L: The provincial 100 ... so 100 words per minute.

J: If you were starting college over again, what course would you take?

L: I would major in the same field.

J: When did you start working as a part-time secretary?

L: During I was studying in Bright Vocational College.

J: Did you enjoy your work?

L: Very much.

G: What personal characteristics do you believe are important in your field?

L: Pleasant personality, cooperation and willingness to accept responsibility.

G: What do you think determines a person's progress within a company?

L: Performance on the job.

G: Why did you choose to be a secretary?

L: I like the office environment. I enjoy meeting people and working as part of a team, but I am also capable of working alone. I've always been a very organized person. I like to have everything in order. So filing and keeping records come naturally to me.

G: Good. What special interests do you have?

L: Swimming and photography.

Project 1

J: One final question, if we decided to offer you the job, when could you start?

L: Oh, I could start immediately or as soon as you want me.

J: Fine. I think, that's everything. Have you got any questions?

L: I don't think so at the moment.

J: It's been nice meeting you, Miss Liu.

L: Nice to meet you. Goodbye.

J and G: Goodbye.

● Task Optimizing

I. Reading

How to Be a Successful Secretary

Nowadays in the personnel market, employment for secretaries is catching more and more eyes and there are an increasing number of job-hunters regarding it as their ideal career. To win this heated profession, we are faced with such a question "What does it take to be a qualified secretary?"

The days of only making coffee, answering phones and typing letters are over. A modern good secretary should not only deal with the routines, follow the boss, but also assist him well. Thus, there are many qualities a secretary should process.

- **A secretary should be loyal to his/her boss.** As for getting on with the boss, the secret is adaptability and loyalty. In the cruel battle-field of business, no relationship in business involves a higher degree of trust between two persons than the secretary-boss-team. A qualified secretary should take the responsibility when being faced with temptation from other opponent companies.
- **Initiative is necessary for a secretary.** A qualified secretary should work without more effective ways to deal with the daily routines so as to ease the burden of the boss. He/She should not just take the orders. In fact, true initiative is the ability to think and act for the boss. For example, a good secretary knows when to make suggestions. Of the suggestions are to the point, they will impress the manager and he/she is likely to be promoted in the near future.
- **A qualified secretary should have self-management skills.** One who fails to manage himself/herself well may not only cause troubles to the job but also handicap the whole proceeding of the company. As a secretary, he/she should be well-organized to ensure that the daily routines of an office run smoothly.
- **A good secretary should be flexible.** He/She should be quick to notice and size up a new situation and to adapt to it. He/she must fit into the mold of his/her organization, and there is always a slight crack through which he/she can show the unique personality and skills.
- **A good secretary should be courteous to superiors, colleagues and subordinates alike.** To

prove that you are a well-educated person, a good secretary will carry himself/herself with poise. Looking at the person that he/she is talking to with understanding eyes will be appropriate in communicating with others. And in greeting a visitor, it is desirable to use a person's name in a friendly way and make the visitor feel welcome.

- **It's never too late to learn.** It's quite possible that one route to salvation in this competitive society may be to get very good at learning new things. Only when one is willing to enrich himself on the daily basis, can he be well-informed of the current affairs and the latest requirement in this profession.
- **Have a good relationship with other colleagues.** The help from the others allows the work to be done more efficiently and effectively.

One who has the above-mentioned traits can definitely stand out and make a qualified secretary.

Notes:

- * **personnel** *n.* group of people willing to obey orders 人员, 职员
- * **profession** *n.* an occupation requiring special education 职业
- * **routine** *n.* a short theatrical performance that is part of a longer program 常规, 日常事务
- * **possess** *vt.* have as an attribute, knowledge, or skill 拥有
- * **temptation** *n.* the desire to have or do something that you know you should avoid 诱惑
- * **opponent** *n.* a contestant that you are matched against 对手
- * **initiative** *n.* the first of a series of actions 主动
- * **handicap** *n. & vt.* the condition of being unable to perform as a consequence of physical or mental unfitness 妨碍, 阻碍
- * **poise** *n.* great coolness and composure under strain 姿势; 镇定
- * **salvation** *n.* a means of preserving from harm or unpleasantness 得救, 拯救
- * **trait** *n.* a distinguishing feature of your personal nature 特点, 特性

Exercise one: Answer the questions according to the text.

1. Why should a secretary be loyal to his/her boss?
2. What does the word "initiative" mean in the text?
3. What should a modern qualified secretary do?
4. What's the efficient way to survive the competitive society for a secretary mentioned in the article?
5. Why should a secretary need initiative?

Exercise two: Fill in the blanks with the words or phrases given below. Change the forms where necessary.

increase

profession

assist

loyal

temptation

opponent

involve

flexible

Project 1

1. The college students should be equipped with _____ knowledge.
2. The _____ of a man's muscle will lessen as he becomes old.
3. She cannot resist the strong _____ to that famous movie star.
4. With the _____ of population, it's getting more and more difficult to cope with the environmental problems.
5. We should give our thanks to their selfless financial _____.
6. They are so brave in fighting against their _____ armies.
7. He was not _____ in the dispute with police.
8. The traitor was despised since he was _____ to his country.

II. Pair-work

1. Sit back to work with a partner. You are the Secretary at "Rolls -Royce Motor Cars" and your partner is a Job Applicant. Practice your telephone skills.
2. Ask your partner the necessary questions to complete the following application form.
Surname Forenames Mr./Mrs./Miss
First name.....
Permanent home address Telephone.....
Date of birth..... Place of birth.....
Nationality
Marital status
Number of children (sex and age)
Present occupation
Previous occupation
Qualifications and schools attended
Training courses of further studies
Languages (state proficiency)
Interests and hobbies
Names and addresses of previous employers

III. Compare good answers with bad answers

Some interviewers give candidates a hard time by asking them difficult question. The answers to these questions may be fatal to the results. Here are some examples of good and bad answers. There are many different opinions about what makes for a good impression at an interview. By the way, some of the answers are a little exaggerated to make a point.

Question	Example of a Good Answer	Example of a Bad Answer
1. Tell us about yourself	"To the point, bringing in your strengths and your work history."	"Too long, talking too much about your personal life and not at all about anything related to this job."
2. Why do you want this job?	"I think it will challenge me. I enjoy this kind of work. I think I would be good at this because ..."	"I think I will make more money."
3. Why should we hire you?	"I will do a good job for you. I have the experience. I work really hard. I like a challenge and I like to learn new things."	"I need this job."
4. Why do you want to work for this company?	"I think you are a good company. You do good work and I hear it's a nice place to work in."	"You are hiring people."
5. What experience do you have that relates to this job?	"I have done a lot of phone work at my last three jobs. I have worked with computers a lot at my current job. I also do data entry and filing."	"I don't come in late. I don't get into fights. I don't steal. I don't come to work drunk or high. That's about it."
6. What are your weaknesses?	"I work too hard sometimes and get too tired I expect that others will always do as good a job as I will."	"I am hard to get along with. Sometimes I don't want to work hard, especially if I was out late the night before."
7. Tell us about a successful experience you had on a job.	"I reorganized the filing system to make it more efficient."	"I figured out how to get the time clock to not notice if I was late."
8. Why did you leave your last job?	"I needed a new challenge."	"I couldn't get along with them."
9. Why do you want to leave your current job?	"I have learned a lot there, and it is time to move on."	"I think they are going to fire me soon."
10. Tell us about a problem you had at a job and what you did about it.	"I had a disagreement with my boss and we sat down, talked about it and worked it out."	"I had a disagreement with my boss and I hit him."

(Continued)

Question	Example of a Good Answer	Example of a Bad Answer
11. Tell us about a mistake you made at work and what would do differently?	"I used to get angry at other people if they weren't doing their best and once I hurt someone's feelings by saying something. I would be more diplomatic and understanding now."	"I stole money once. If I had it to do again I wouldn't get caught."
12. What is your career plan?	"I would like to be working for this company at a management level in five years."	"I have no plan."
13. Where do you see yourself in five years?	"I would like to be sitting on the other side of this table, having moved up in this company."	"I don't know."
14. Do you have any questions for us?	"Is there much opportunity for growth and training in this job? Is there much evening or weekend work in this job? I have no questions right now, but can I let you know later if I think of any?"	"Do you think you are going to hire me?"

• Development

Compose a dialogue with the following situations:

Suppose you are a graduate from a higher vocational college who majors in Secretary, and you have read a job-wanted ad. for an English secretary by ABC company, which is put on the local Daily Newspaper. Now you are being interviewed by the personnel clerk of the company. And the focus of your conversation is on your language competence.

Directions: students work with their partners to compose a dialogue and then role-play it.

Suggestions:

There are four phases in an interview — introduction, background and probe stage, matching stage and final questions or close.

1. Make personal introduction to the employer in the first stage.
2. Ask and answer questions about the employee's qualification during the second stage. And take notes and compare them.
3. Ask the candidate if he/she has any questions of the company or organization.
4. Determine if the candidate goes onto the next level or if he/she gets the job.
5. Record and evaluate the performance of the candidate during the interview.

Use language patterns that are disarming.

Expressions for Interviewer

1. Can you sell yourself in two minutes? Go for it.
2. Why did you leave your last part-time job?
3. What do you think you are worth to us?
4. As a graduate from a higher vocational school, what makes you think you would be a success in this position?
5. Do you work well under stress or pressure?
6. How long would you like to stay with this company?
7. What is your strongest trait(s)?
8. How would your teachers or classmates describe you?
9. How do you normally handle criticism?
10. How do you handle your failure?

Expressions for Interviewee

1. With my qualifications and previous experience as an intern, I feel I am hardworking, responsible and diligent in any job I undertake. Your organization could benefit from my shorthand and interpersonal skills.
2. Well, I am hoping to get an offer of a better position. If opportunity knocks, I will take it.
3. I feel I can make some positive contributions to your company in the future.
4. My graduate school training combined with my internship experience should qualify me for this particular job. I am sure I will be successful.
5. The trait is needed in my previous part-time position and I know I can handle it well.
6. Adaptability and sense of humor.
7. They say Jack is an honest, hardworking and responsible man who deeply cares for his classmates and friends.
8. As you know, a higher vocational school usually focuses on the practical training of professional skills, so I have got access to many routine jobs of a secretary while at college.
9. I will try to present my ideas in a more clear and civilized manner in order to get my points across.
10. None of us was born “experienced”. Although I’m a green hand as a secretary, I am sure I have much potential in self-promotion.

• Assignment

Choose one of the three topics to be developed into a presentation

- Imagine a good interview. Describe it and explain why it is good.
- Imagine a bad interview. Describe it and explain why it is bad.
- Write about your strengths and how you will discuss them in an interview.

Task 3 Getting Information About a Company

Learning Objectives



- Learn about the expressions for making introduction
- Learn about the ways and rules of greetings and introductions
- Learn to communicate with your colleague in work properly
- Learn to draft a structure chart of an organization
- Learn about a secretary's responsibilities in facing with office routines

• Task Background

This is the first day for Miss Liu Yun at work, the HR staff Mr. Paul Maysure is greeting her and introducing her to Kelly Green, the assistant to General Manager and Liu Yun's superior as well, tells her what duties and routine jobs she will take.

• Task Requirement

Get yourself introduced to the staff in the company.

List some common company hierarchy in English.

Draw the organization chart and list the key functions of departments within an organization.

Learn about work.

● Directions

This task can be designed as a panel discussion and be fulfilled in a form of group work. 4–5 students participate in a discussion, summarize the contents of office routines, imagine the structure of an organization, and then work out possible ways to introduce a new staff to the colleagues and report to the class in a way of role-play.

● Sample

Task: Getting information about the company.

Task process: As a newcomer, he/she should fill out the employee registration form in the personnel department. Then he/she will be introduced to the colleagues by a certain person. The newcomer should get familiar with the company structure and office routines.

Sample:

Step one — Get yourself introduced to the staff in the company.

A: Good morning, Mr. Maysure. It's a pleasure to meet you again.

B: Nice to see you. A good beginning gets you half way to success. I hope you have a good day.

A: Thanks. Can I meet my colleagues?

B: Sure, come with me. Kelly, I would like you to meet our newcomer, Liu Yun. She just graduated from Ningbo City College of Vocational Technology. This is Kelly Green, the assistant to General Manager, she is experienced and she will help you get familiar with the job in two weeks.

C: Nice to meet you, Miss Liu. Welcome to our company.

A: I am new to the working world and would appreciate your guidance.

C: That's all right. I will try my best to assist if you need any help.

A: Great!

B: Well, as the other guys are still not in, I'll introduce you to them later.

A: All right.

Step two — List some common company hierarchy in English.

Chairman; Vice Chairman 总裁; 副总裁

President; Vice President 董事长; 副董事长

Chief Executive Officer (CEO) 首席执行官

General Manager (G.M.); Vice General Manager 总经理; 副总经理

Chief Financial Officer (CFO) 财务总监

Chief Information Officer (CIO) 信息总监

Chief Knowledge Officer (CKO) 知识总监

Chief Operating Officer (COO) 营运总监

Chief Technology Officer (CTO) 技术总监

Consultant 顾问

Project 1

Special Assistant 特别助理

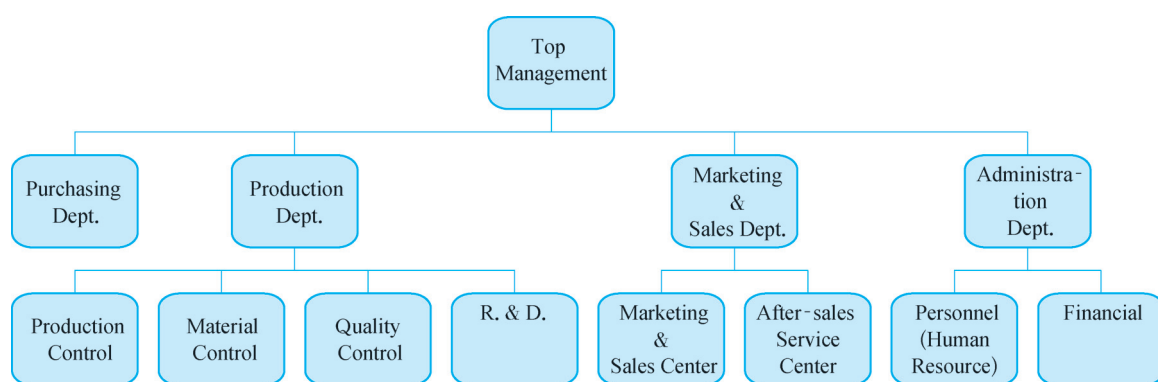
Factory Chief; Factory Sub-Chief 厂长;副厂长

Director; Vice Director 主管;副主管

Junior Manager 项目经理

Step three — Draw the organization chart and list the key functions of departments within an organization.

As a newcomer, the best way to get familiar with the work is to get the introduction of the company through website or company profile. You should know the business of the company, history of the company, but the most important, structure of the company.



Key Functions of Department Within an Organization

Purchases Department

Job titles: Chief Buyer; Quality Manager; Warehouse Supervisor; Stock Controller; Quality Controller; Buyer

Functions: Collect and process purchase requisitions from departments; obtain quotations, catalogues and price lists from suppliers; agree purchase prices and conditions with suppliers; receive and check deliveries; keep stock records; check invoices and authorize payment for goods

Human Resources Department

Job titles: Recruitment Manager; Training Manager; Health & Safety Officer; Employee Relations Manager; Training Officer

Functions: Advertise vacancies; prepare job descriptions and job specifications; issue and collect job application forms; arrange and conduct interviews; prepare employee contracts; keeps employee contracts; keeps employee records; assist with staff appraisal; organize training courses if needed; deal

with health & safety (accident reports, etc.)

Finance Department

Job titles: Chief Accountant; Financial Accountant; Management Accountant; Credit Controller; Invoice Supervisor; Wage Assistant

Functions: Check invoices, credit notes and statements from suppliers of goods/services; prepare for invoices, credit notes and statements for delivery to customers; prepare checks for suppliers; bank cash and checks from customers; prepare for budgets and final accounts; calculate wages and prepare for pay slips; complete tax returns; analyze financial information for management and shareholders

Sales & Marketing Department

Job titles: Marketing Manager; Area Sales Manager; Market Research Manager; Advertising Manager; Sales Representative; Telesales Assistant

Functions: Identify potential new customers and products; deal with enquiries from customers; collect and process orders from customers; prepare for and conduct customer surveys; analyze market research questionnaires; prepare for publicity and organize exhibitions

Administration Department

Job titles: Administration Supervisor; Secretary; Computer Operator; Receptionist; Reprographics Assistant; Mailroom Assistant; Filing Clerk; Office Junior

Functions: Word processing; desktop publishing; incoming, outgoing and internal mail; secretarial services; reception and switchboard; reprographics; manual and computerized databases; office supplies; e-mails and faxes; petty cash & financial records (spreadsheets)

Step four — Learn about work.

There is a common saying — “The secretary is the key person behind many of a successful business manager.” Thus the major role of a secretary is to provide assistance to his/her manager. Nowadays, managers are doing more and more of their own typing, a secretary may have to act as an organizer, supervisor or trainer. Here are some tasks of a secretary for your reference.

Tasks of a Secretary

Dealing with incoming and outgoing letters
Processing documents
Keep filing

Handling complaints
Making announcements
Arranging meetings and taking minutes
Receiving visitors
Arranging business trips
Making reservation of flight tickets, hotels and restaurants
Making appointments
Assigning work
Sorting out the data
Making plans and reports
Collecting information
Making and answering phone calls
Collecting and purchasing
Taking inventory of office supplies
Operating and maintaining automatic office machines
Training new staff
...

• Task Optimizing

I. Reading

Exercise one: Read the text and decide what the main topic is. Which of these sentences best describes the main topic?

- a) Professional development
- b) What it means to be a professional secretary
- c) Secretarial specialties

The secretary is a professional not only because of the knowledge and preparation necessary for the job, but also because being a professional implies competence, pride in one's work and a dedication to excellence. The secretary, sometimes known as an administrative assistant, administrative secretary, or private secretary, is a professional with each of these qualities. Moreover, the secretary is an important member of the executive's wishes but also for helping to maintain a well-organized and efficient office.

The word "secretary" comes from the Latin *secretarius*, meaning "confidential employee". The secretary of today is still an employee who is privy to confidential information. However, the tools of the trade have changed over the years. Office automation and computers have revolutionized the type of work that the secretary does, and changes are continuing at a rapid pace.

A high school education, typing, shorthand, machine transcription, filing skills, knowledge of office procedures, computer equipment, and software packages will enable one to advance along a career path. Although the conditions under which a secretary works are fairly standard, a choice can certainly be made about location, the size of the company, and the company's services or products. Weekly pay and fringe benefits are as important as ever, but today's secretary is also concerned with the possibilities for professional growth within a company.

The responsibilities of the secretary are multifunctional: typing/keyboarding, processing mails, telephoning, scheduling appointments, greeting visitors, composing and editing documents, researching, coordinating meetings, conferences, and teleconferences, making travel arrangements, managing inventories and organizing time and work.

One of the great benefits of a well-developed education and training program is that people on the secretarial level can move into supervisory, administrative, and managerial positions if they have the desire and the ability to do so.

Exercise two: Find the words in the text, which have the same meaning as the following definitions.

1. the facts, skills and understanding that you have gained through learning or experience
2. the ability and skill to do what is needed
3. a group of people who have been chosen to work together to do a particular job
4. the rate or speed at which something happens
5. a fast method of writing using special signs or shorter forms to represent letters, words and phrases
6. different from the most or accepted ways of thinking or doing things

Exercise three: Fill in the gaps with the words or phrases below.

employees	itineraries	customers	reservations	to spend
short	sincerely	adventures	free	comfort

Excitement and ____ 1 ____ are the fruits of secretarial work in the travel industry. Airlines, resorts and travel agencies often offer ____ 2 ____ or reduced rates in transportation, hotel accommodations, and tours to their ____ 3 _____. The job requires hard work. One must have a ____ 4 ____ liking for and desire to help people. You are helping them ____ 5 ____ the money for which they have often worked hard all year.

As secretary in the travel industry must know geography well, be able to read different companies' timetables, plan ____ 6 ____, and make ____ 7 ____ through computer. In ____ 8 ____, you must know how to do everything and anything that will contribute to the ____ 9 ____ and enjoyment of your company's ____ 10 ____.

• Development

Directions: Suppose you are an experienced secretary to GM. A new secretary comes to work. As a guide

Project 1

to him or her, you should introduce the information of the company to him or her and in structure his or her work. Here is some information you may need to complete the task:

Name: CAAC Company

Address: No. 333 Nanshan Road, Ningbo City, Zhejiang Province, China

Main Business: Producing thermoplastic compounds

Products and Services: Mainly produces and sells TR, TPR, SEBS, light rubber, and other thermoplastic compounds. It offers more than 60 varieties of products.

Structure Organization: CAAC is a limited liability company and its internal ultimate authority is the Board of Directors. The General Manager is held exclusively responsible for daily management. The main departments include the Production Dept., General Manager's Office, Sales Dept., Dept. of Administration, Purchasing Dept., Dept. of Finance, and Dept. of Technical Support.

Number of employees: 2,200

● Assignment

Directions: Suppose your school is going to establish a website for new students to adapt to the campus life, you are appointed to draft a school introduction, organization chart and function description of different departments in English.