

目录

contents

01

考试理念

02

考试设计

03

任务解析与教学建议

外研社培训专用

外研社培训专用

外研社培训专用

外研社培训专用

外研社培训专用

外研社培训专用



外研社培训专用

考试理念

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外研社培训专用

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考试理念

VETS考试是北京外研在线数字科技有限公司研发的多级别实用英语交际职业技能考试体系。



以“1+X”理念为指导



以实用英语交际职业技能等级标准为依据



参照中等职业学校、高等职业学校和应用型本科高校的英语专业课程标准及教学要求

- ◆ 中职：职场语言沟通、思维差异感知、跨文化理解
- ◆ 高职：职场涉外沟通、语言思维提升、多元文化交流
- ◆ 本科：英语应用能力、思辨能力、跨文化能力

考试理念

突出应用

- 注重学用结合，体现职业教育技术技能人才培养内涵与特色
- 强调成果导向，培养善于思考、理性分析、团队合作的思维

服务职场

- 面向典型领域，设计用英语进行沟通的典型工作流程与任务
- 依托真实场景，评价用英语整体化解决职场任务的综合能力

驱动发展

- 拓宽国际视野，促进立足中国、面向世界所需综合素养提升
- 提升职业能力，实现“新手—能手—高手”的职业终身发展

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考试设计

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考试概况

- **考试级别**：初级，中级，高级
- **考试对象**：中等职业学校、高等职业学校和应用型本科高校的在校生、毕业生和社会成员
- **考试用途**：可用于能力评价、教学反思及人才选拔
- **考试形式**：机考



各级别任务设计

- **覆盖五大工作领域**：事务安排，产品操作与研发，客户服务，业务推广，商品交易
- **选取典型工作任务**：各级别6-7个典型工作场景，完整的工作任务
- **能力发展逐步递进**：基础性程序性问题—选择性判断性问题—创造性突发性问题

VETS考试（初级）

- 交易磋商
- 客户接待
- 产品咨询
- 活动通知
- 参访接待
- 操作说明
- 日程安排

VETS考试（中级）

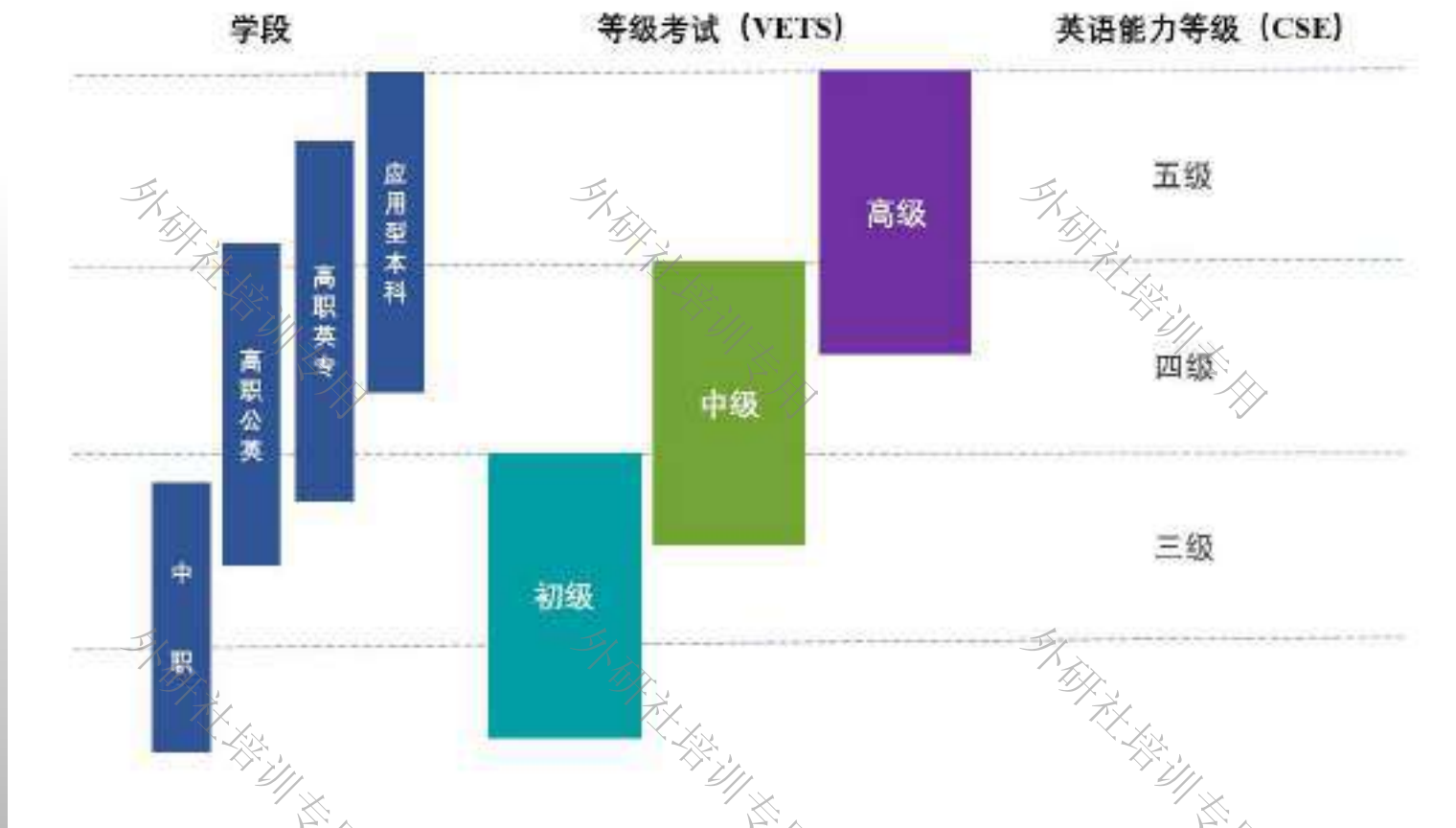
- 参访陪同
- 业务介绍
- 产品推介
- 书面磋商
- 市场调研
- 活动组织

VETS考试（高级）

- 产品营销
- 客服培训
- 接待策划
- 违约处理
- 活动策划
- 产品升级



级别标准





VETS (初级) — 英语语言能力要求

听力

要求考生能听懂发音清晰、语速较慢的简短材料，如对话、通知等。听力材料语速为每分钟80-100词。

考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所听内容作出简单推断；
- 理解说话者的意图、观点和态度。

阅读

要求考生能读懂语言简单、话题熟悉的简短材料，如广告、说明书等。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所读内容作出简单判断和推理；
- 理解篇章的基本结构和逻辑关系；
- 理解作者的意图、观点和态度。

VETS (初级) — 英语语言能力要求

写作

要求考生能借助模板围绕熟悉话题进行书面表达。考生应能：

- 中心思想明确，语义基本连贯；
- 用词基本恰当，语法基本准确；
- 使用有效的写作策略。

口语

要求考生能就熟悉话题与他人进行交流。考生应能：

- 语音、语调基本自然，语流基本连贯；
- 用词基本恰当、得体，语法基本准确；
- 使用有效的交际策略。

VETS (初级) — 英语交际职业技能要求

以《实用英语交际职业技能等级标准》为依据

例如：

在完成“文件处理”任务时，考生应能：

- 根据指令，撰写简单的英文行政事务通知；
- 借助模板，制作英文行政业务报表。

在完成“活动执行”任务时，考生应能：

- 获取并记录口头或书面的活动信息，编制英文活动日程；
- 使用英语口语或书面发布简单的活动通知；

VETS (初级) — 考试内容

- 考试共7个任务，总时长为85分钟
 - 每次考试的试卷结构及题型不变，但各题型对应的工作任务将有所变化。
- 以样题为例：

任务	材料	要求	题型	题量	分值	用时	
任务一	交易磋商	3篇对话	理解对话	单项选择	5	10	8
任务二	客户接待	10个问题	听后回答问题	单项选择	10	10	7
任务三	产品咨询	1篇产品简介	阅读产品简介听问题并回答	口头简答	6	12	5
任务四	活动通知	1份活动海报	阅读海报	填空	5	20	10
			发布通知	口头表达	1		
任务五	参访接待	1篇说明文	理解短文	判断正误	5	10	15
任务六	操作说明	1份说明书	制作说明书	选择匹配	4	8	10
任务七	日程安排	1份日程表	撰写邮件	书面表达	5	30	30
		1封邮件	编制日程	填空	5		
总计					46	100	85

VETS（初级）—评分方式

客观题

客观题采用计算机自动评分方式进行评卷。

- 选择题：均为单选题，错选、不选或多选均不得分。
- 判断题：答案唯一，判断错误不得分。
- 填空题：从信息提取的正误、单词拼写及形式是否准确等方面对考生的作答进行综合评分。

主观题

主观题采用人工评分的方式进行评卷。评卷基本流程如下：

- 制定统一的评分原则和标准，作为每次评卷工作的纲领性文件，确保各次评分的一致性；
- 每次考试结束后，抽取一定数量的答卷，由专家团队进行评析，结合评分原则、标准和试题要求制定具体的评分细则，确保评分的科学性；
- 正式评卷时，由受过培训的评卷员进行评分，并采用计算机系统追踪、人工抽检、仲裁等多种手段对评卷质量进行监控，确保评分的公平性。

VETS (初级) — 成绩报告

VETS考试 (初级) 按百分制计分, 满分为 100 分。60 分及 60 分以上为合格。考试成绩合格者获颁“实用英语交际职业技能等级证书 (初级)”合格证书。



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任务一 交易磋商

题型：单项选择

工作领域：商品交易

工作任务：交易磋商（使用英语进行简单的口头询盘和发盘）

任务说明：

1. 听3篇50-100词的对话，每段对话播放两遍；
2. 完成5道单选题。

考查能力：

本任务考查考生在交易磋商的过程中，听取并理解关键口头信息的能力。

Task 1

You are Nicole Liu, an assistant to Mark Green. Listen to 3 conversations between Mark Green and Jane Smith about sales of your company's products. Answer Questions 1-5 by choosing A, B, C or D for each question. You will hear each conversation TWICE.



Question 1 is based on Conversation 1.

1. What did Ms. Smith like best during her breakfast?
A. Bacon.
B. Bread.
C. Coffee.
D. Dumplings.

Questions 2-3 are based on Conversation 2.

2. How many desks and chairs did Ms. Smith order?
A. 30 desks and 50 chairs.
B. 50 desks and 50 chairs.
C. 300 desks and 500 chairs.
D. 500 desks and 300 chairs.

任务一 交易磋商

Task 1

You are **Nicole Liu**, an assistant to **Mark Green**. Listen to 3 conversations **between Mark Green and Jane Smith about sales of your company's products**. Answer Questions 1-5 by choosing A, B, C or D for each question. You will hear each conversation TWICE.

Question 1 is based on Conversation 1.

1. What did Ms. Smith like best during her breakfast?

- A. Bacon.
- B. Bread.
- C. Coffee.
- D. Dumplings.

Questions 2-3 are based on Conversation 2.

2. How many desks and chairs did Ms. Smith order?

- A. 30 desks and 50 chairs.
- B. 50 desks and 30 chairs.
- C. 300 desks and 500 chairs.
- D. 500 desks and 300 chairs.

3. At what price did Ms. Smith buy the desk and chair?

- A. \$90 for each desk and \$50 for each chair.
- B. \$50 for each desk and \$90 for each chair.
- C. \$40 for each desk and \$72 for each chair.
- D. \$72 for each desk and \$40 for each chair.



任务一 交易磋商

教学建议：

1. 强化语言能力：

- ✓ 听后获取主旨要义，提取关键信息的能力；
- ✓ 速记数字、日期、货币符号的能力。

2. 提升职场技能：

- ✓ 熟悉职场日常寒暄的话题；
- ✓ 询问及获取商品交易磋商过程中的重要信息。

任务二 客户接待

题型：单项选择

工作领域：客户服务

工作任务：客户参访接待（使用英语与客户进行沟通，并提供接送机等陪同服务）

任务说明：

1. 听一句问题或陈述，每句话播放一遍；
2. 完成10道单选题，每题3个选项。

考查能力：

本任务考查考生在接待客户的过程中，理解客户话语信息，并进行得体回应的能力。

Task 2

You are a general manager's secretary and are asked to receive an important guest of your company. Now listen to 10 questions or statements from the guest and for each of them choose a reply which best responds to it. Each question or statement will be played only ONCE.



1. A. What a pity!
B. Never mind.
C. Thank you so much!
2. A. No problem. I'll pick you up.
B. Sure. The plane will land at 3 pm.
C. Yes. You can take a taxi from the airport.

任务二 客户接待

Task 2

You are a general manager's secretary and are asked to receive an important guest of your company. Now listen to 10 questions or statements from the guest and for each of them choose a reply which best responds to it. Each question or statement will be played only **ONCE**.

1. This is a gift for you.

- A. What a pity!
- B. Never mind.
- C. Thank you so much!

2. I'll arrive at 3 p.m. tomorrow. Can you pick me up at the airport?

- A. No problem. I'll pick you up.
- B. Sure. The plane will land at 3 p.m.
- C. Yes. You can take a taxi from the airport.

3. Do you have any information about the city sights?

- A. Sure. The weather is very pleasant.
- B. You bet. It's really a beautiful city.
- C. Yes. There's a lot here in this book.



任务二 客户接待

教学建议：

1. 强化语言能力：

- ✓ 培养理解说话者意图、观点和态度的能力
- ✓ 讲解职场情境中的交际用语和惯用表达。

2. 提升职场技能：

- ✓ 培养在跨文化语境下，准确理解客户话语并进行得体回应的能力

任务三 产品咨询

题型：口头简答

工作领域：业务推广

工作任务：产品咨询（使用英语进行简单的产品介绍，并口头或书面回应咨询）

任务说明：

综合性测试任务

1. 阅读一篇100词左右的产品简介；
2. 听取顾客提出的6个问题，每个问题播放一遍；
3. 根据产品简介口头回答问题。

考查能力：

本任务考查考生读取产品简介中的关键信息，并口头回应产品咨询的能力。

Task 3

You are a sales assistant at AW Technology. You are asked to answer some customers' questions about a smart watch. Now you have 60 seconds to read the product's advertisement.

Features

Weight: 290 grams

Dimensions: 1.98 x 3.98 x 9 inches.

Colour: Black and white

Price: £43.00

Functions

- Detect your heart rate through the day
- Record your sleep at night
- Safe to use with water activities
- Last for 5-7 days once fully charged

Requirements

- Don't use it in hot water
- Keep away from chemicals

Now listen to 6 questions about the watch from some customers. Answer Questions 1-6 according to the advertisement. You must respond within 15 seconds after you hear a tone. Each question will be played only ONCE.



任务三 产品咨询



Features
Weight: 290 grams
Dimensions: 1.98 x 3.98 x 9 inches.
Colour: Black and white
Price: £43.00

Functions

- Detect your heart rate through the day
- Record your sleep at night
- Safe to use with water activities
- Last for 5-7 days once fully charged

Requirements

- Don't use it in hot water
- Keep away from chemicals

The advertisement features a black smartwatch with a digital display showing the time 08:09, the date 12/20 TUE AM, and a battery level of 20000. The watch is set against a background of white hexagonal patterns. A red heart rate icon is visible in the top right corner of the watch's display area.

Now listen to 6 questions about the watch from some customers. Answer Questions 1-6 according to the advertisement. You must respond within **15** seconds after you hear a tone. Each question will be played only **ONCE**.

1. What colour do you have for the watch?
Black and white
2. How much is the watch?
43 pounds
3. What can the watch detect through the day?
Heart rate
4. Can I use the watch when I swim?
Yes.
5. How many days can the battery last once fully charged?
5-7 days
6. What are the requirements when using this watch?
Don't use it in hot water and keep away from chemicals.

任务三 产品咨询

教学建议：

1. 强化语言能力：

- ✓ 培养速读，迅速获取书面关键信息的能力；
- ✓ 巩固一般疑问句与特殊疑问句的提问及回答；
- ✓ 训练发音及语调，保证发音清晰、正确。

2. 提升职场技能：

- ✓ 读懂产品简介、海报、广告等应用类文本的能力；
- ✓ 听懂顾客问题，并迅速做出回应的能力。

任务四 活动通知

题型：填空+口头表达

工作领域：事务安排

工作任务：活动通知（使用英语口语或书面发布简单的活动通知）

任务说明：

综合性测试任务，由两节子任务构成；

1. 第一节：阅读1份活动海报，从中获取事实性信息，并完成5道填空题；
2. 第二节：基于海报信息，在60秒内口头发布活动通知。

考查能力：

本任务考查考生理解与获取材料的关键信息，并整合主要信息，进行口头说明的能力。

Task 4

You are an HR assistant at ABC Co. Ltd. Your company is organizing a team-building tour to the United Kingdom. You are asked to inform the staff of the tour.

Task 4.1

Read the poster below about the tour. Fill in the blanks with the EXACT words, phrases, or numbers from the poster. You will have 5 minutes to complete the task.

United Kingdom

WHAT'S INCLUDED

- 4-star hotel
- Round-trip flight tickets
- Tour guide services
- Travel insurance

Departure Date

2nd October, 2021

Price

RMB 2,000 for staff

RMB 6,000 for each family member

DESTINATIONS

- Days 1-4: London
- Days 5-7: York
- Days 8-10: Bath

1. The tour to the United Kingdom will start on _____.
2. Round-trip _____ are included at the price.
3. The tour will offer _____ services.
4. Tourists will visit _____, York and Bath.
5. A family member of the company staff needs to pay RMB _____ for the tour.

Task 4.2

Give a short announcement about the tour to the staff. You should include the following points:

- Inform them of the tour
- Provide detailed tour information
- Ask them to book the tour with you by email

任务四 活动通知

Task 4 完整的工作任务

You are an HR assistant at ABC Co. Ltd. Your company is organizing a team-building tour to the United Kingdom. You are asked to inform the staff of the tour.

United Kingdom

WHAT'S INCLUDED

- 4-star hotel
- Round-trip Flight tickets
- Tour guide services
- Travel insurance

Departure Date

2nd October, 2021

Price

RMB 2,000 for staff

RMB 6,000 for each family member

DESTINATIONS

- Days 1-4: London
- Days 5-7: York
- Days 8-10: Bath

子任务一：脚手架——帮助考生更好完成口头产出

Task 4.1

Read the poster below about the tour. Fill in the blanks with the **EXACT** words, phrases, or numbers from the poster. You will have 5 minutes to complete the task.

1. The tour to the United Kingdom will start on 2nd October, 2021.
2. Round-trip flight tickets are included in the price.
3. The tour will offer tour guide services.
4. Tourists will visit London, York and Bath.
5. A family member of the company staff needs to pay RMB 6,000 for the tour.

任务四 活动通知

Task 4 完整的工作任务

You are an HR assistant at ABC Co. Ltd. Your company is organizing a team-building tour to the United Kingdom. You are asked to inform the staff of the tour.

United Kingdom

WHAT'S INCLUDED

- 4-star hotel
- Round-trip Flight tickets
- Tour guide services
- Travel insurance

Departure Date

2nd October, 2021

Price

RMB 2,000 for staff

RMB 6,000 for each family member

DESTINATIONS

- Days 1-4: London
- Days 5-7: York
- Days 8-10: Bath

子任务二：口头产出

Task 4.2

Give a short announcement about the tour to the staff. You should include the following points:

- Inform them of the tour
- Provide detailed tour information
- Ask them to book the tour with you by email

You will have 90 seconds to prepare and 60 seconds to speak.

任务四 活动通知

评分标准：

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，表达是否自然连贯。



任务四 活动通知

作答样例：

Sample

Good morning, everyone!

Our company is organizing a team-building tour to the United Kingdom.

The tour will begin on 2nd October and will last for 10 days. Our first destination is London. We will stay there for 4 days. Then we are going to visit York and Bath before we head home on 11th October. You will pay only RMB 2,000 for the tour. It includes 4-star hotels, round-trip flight tickets, tour guide services and travel insurance. And if you want to book it for your family members, you need to pay RMB 6,000 for each.

If you want to join the tour, please book with me by email. Have a nice day!

作答要点1

作答要点2

作答要点3

任务四 活动通知

教学建议：

1. 强化语言能力：

- ✓ 培养细读文本，抓住关键词并迅速定位原文信息的能力；
- ✓ 训练口头表达能力，提升发言准确度、语调自然度、语流连贯度；
- ✓ 熟练掌握口头衔接词。

2. 提升职场技能：

- ✓ 读懂英文活动通知、公告、日程安排等应用类语篇；
- ✓ 运用英语传达信息和个人意图，如介绍活动、产品等；
- ✓ 培养根据交际场合和对象选择合适的语言进行得体交际的能力。

任务五 参访接待

题型：判断正误

工作领域：客户服务

工作任务：客户参访接待（使用英语与客户进行沟通，并提供接送机等陪同服务）

任务说明：

1. 阅读一篇200词左右的关于某国风俗礼仪的文章；
2. 完成5道判断题，判断所给具体接待行为的得体性。

考查能力：

本任务考查考生在接待客户的过程中，得体有效地进行跨文化交际的能力。

Task 5

You are an assistant to the client manager. Lola Cruz Sánchez, a representative from a Spanish company, is paying a visit to your company for the first time next month. You are asked to accompany her during the visit. Now you are learning about Spanish manners. Read Statements 1-5 and decide whether each manner is proper [T] or improper [F].

Although the Spanish are usually open, there are some issues that are best avoided in daily conversation or business contacts. These sensitive issues include discussion about gender roles, the Spanish Civil War, politics and religion, and conflicts between regions of Spain. All of these topics are considered improper for a polite conversation.



Furthermore, it is suggested not to be overly friendly or have close body contact with someone who is not a close friend or family member. Once your relationship with the Spanish business partners has developed into a strong one, friendly gestures, such as hugging, may become acceptable. Also, standing too far away during conversation is not appropriate. The Spanish like to stand close together while talking, and may also put your arm or shoulder to make a point. Don't move away, or it may cause trouble.

At last, it is best to address people directly by using Mr. or Ms., followed by the surname. There are no specific rules about the giving and receiving of business cards. But it is always best to treat the card with respect.

1. You talk about women's changing roles in the Spanish society with Lola.
2. When introducing Lola to your colleagues, you suggest them to hug her.
3. When talking with Lola, you stand close to her to show politeness.
4. It's best for you to call her "Lola" when you introduce her to your colleagues.
5. When Lola gives you her business card, you receive it carefully to show respect.

任务五 参访接待

Task 5

You are an assistant to the client manager. Lola Cruz Sánchez, a representative from a Spanish company, is paying a visit to your company for the first time next month. You are asked to accompany her during the visit. Now you are learning about Spanish manners. Read Statements 1-5 and decide whether each manner is proper [T] or improper [F].

Although the Spanish are usually open, there are some issues that are best avoided in daily conversation or business contacts. These sensitive issues include discussion about gender roles, the Spanish Civil War, politics and religion, and conflicts between regions of Spain. All of these topics are considered improper for a polite conversation.

Furthermore, it is suggested not to be overly friendly or have close body contact with someone who is not a close friend or family member. Once your relationship with the Spanish business partners has developed into a strong one, friendly gestures, such as hugging, may become acceptable. Also, standing too far away during conversation is not appropriate. The Spanish like to stand close together while talking, and may also pat your arm or shoulder to make a point. Don't move away, or it may cause trouble.

.....

1. You talk about women's changing roles in the Spanish society with Lola. (F)
2. When introducing Lola to your colleagues, you suggest them to hug her. (F)
3. When talking with Lola, you stand close to her to show politeness. (T)

任务五 参访接待

教学建议：

1. 强化语言能力：

- ✓ 培养细读、理解并快速定位文章细节信息的能力；
- ✓ 传授阅读策略，培养整合文本信息做出推论的能力。

2. 提升职场技能：

- ✓ 增强职场跨文化交际意识，培养得体、有效地进行跨文化交流的能力；
- ✓ 丰富职场文化知识，介绍不同文化习俗和文化禁忌。

任务六 操作说明

题型：选择匹配

工作领域：产品操作与研发

工作任务：操作说明（能从英文产品说明书中获取有关产品使用操作说明的关键信息）

任务说明：

1. 阅读某说明书中的操作演示图和对应文字说明；
2. 将所给的4个选项说明和演示图进行匹配。


考查能力：

本任务考查考生读懂产品操作说明书的能力。

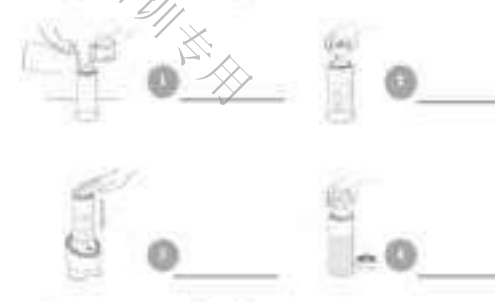
Task 6

You are a quality inspector at Oster Manufacturing. You are asked to do the quality test for the Oster Blender according to the user manual. There are four steps to use the blender. Now choose the right description for each step.

How to Use the Oster Blender



Our newly-launched Oster Blender consists of four parts: a drinking lid, a sport bottle, a blade assembly and a blender base. Refer to the following simple steps when you want to make your own drink.



Now you are good to go!
Take your drink anywhere with our sport bottle.

1. _____
2. _____
3. _____
4. _____

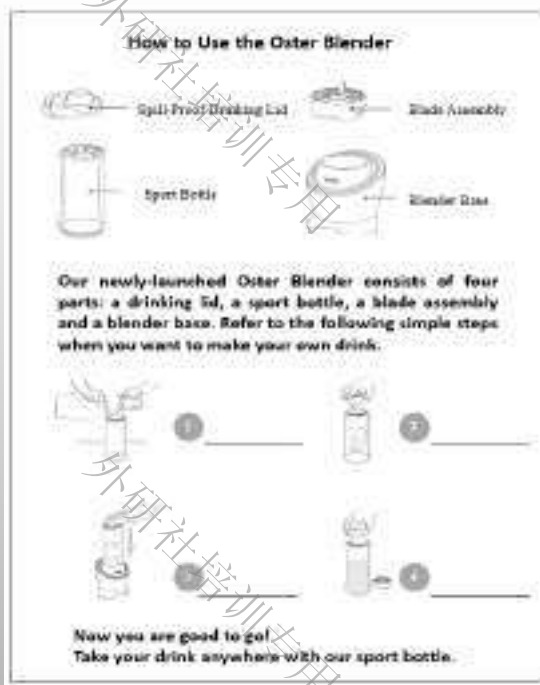
Steps of instruction

- A. Fix on the blade assembly on the bottle.
- B. Fill the bottle with water and your favorite fruits.
- C. Replace the blade assembly with the drinking lid.
- D. Fit the bottle into the base. Press it down to start blending.

任务六 操作说明

Task 6

You are a quality inspector at Oster Manufacturing. You are asked to do the quality test for the Oster Blender according to the user manual. There are four steps to use the blender. Now choose the right description for each step.



任务六 操作说明

教学建议：

1. 强化语言能力：

- ✓ 丰富词汇知识，积累与操作说明相关的英文词汇；
- ✓ 讲解产品说明书的写作特点：动词短语。

2. 提升职场技能：

- ✓ 读懂简短图示文本的能力，如操作说明、工作流程等；
- ✓ 用英文撰写简单指令语，介绍基本操作流程的能力。

任务七 日程安排

题型：书面表达+填空

工作领域：客户服务

完整的工作任务

子任务一 (Task 7.1) :

工作任务：客户参访接待（能通过英文邮件向客户发送参访邀请）

任务说明：

1. 阅读提供的背景信息表格；
2. 根据表格信息和信函模板，完成书面表达。

Task 7

You are Miranda Li, a secretary of AD Manufacturing. You are asked to invite David Clarkson, a business partner, to attend your product launch event and then make an itinerary according to his reply.

Task 7.1

Now complete the invitation email to David Clarkson based on the schedule provided below.

	Product Launch	Welcome Dinner
Time	2:00 p.m.—5:00 p.m. 15th August	6:00 p.m.—9:00 p.m. 15th August
Venue	Beijing Hotel	Forest Western Restaurant
Activities	<ul style="list-style-type: none">• Product briefing• Q & A• Product trial	<ul style="list-style-type: none">• Welcome speech by CEO• A three-course dinner

From: Miranda Li@admail.com
To: D. Clarkson@gmail.com
Subject: Invitation to product launch

Dear Mr. Clarkson,

AD Manufacturing warmly invites you to attend our company's product launch event on the 15th of August.

There will be two main sessions during the event—the product launch and the welcome dinner. The product launch is scheduled to take place [1] _____ at Beijing Hotel. First, our CEO will brief the guests on our new product in detail, then [2] _____ followed by a product trial.

In the evening, [3] _____ at Forest Western Restaurant. First, [4] _____, at the end of the evening, [5] _____.

We'd be delighted if you could join us at our launch. Please let us know if you will be able to attend and if there is anything we can do to assist you with your travel plans.

We look forward to hearing from you.

Sincerely,
Miranda Li

任务七 日程安排

完整的工作任务

子任务二 (Task 7.2) :

工作任务：客户参访接待（能从英文邮件或电话中获取并记录客户的来访目的和行程安排等信息，并制作英文日程表）

任务说明：

1. 阅读一封150—200词的邮件；
2. 根据邮件信息完成表格填空。

考查能力：

本任务考查考生撰写商务邀请邮件，并从英文邮件中获取记录客户的行程安排信息，制作英文日程表的能力。

Task 7.2

Now read David Clarkson's reply. Complete the schedule with the EXACT words or phrases from the text.

From: D. Clarkson@global.com
To: Miranda@boosai.com
Subject: Invitation confirmation

Dear Ms Li,

I am delighted to confirm my acceptance of your invitation to the product launch event your company will hold in China.

I will arrive at Beijing International Airport at 8:30 a.m. on the 14th of August. I would really appreciate it if you could pick me up and take me to Beijing Hotel. If it suits you, we could perhaps have lunch together at the hotel. Could you possibly show me around your company in the afternoon? It has been years since my last visit.

On the 15th of August, I will attend your product launch and also the welcome dinner in the evening.

My departure time will be 2:00 p.m. on the 16th of August, and I would like to get to the airport at 12:00 p.m. I'd really appreciate it if we could drop into a souvenir shop on the way to the airport, so I could buy some small gifts for my children.

Itinerary

Date	Time	Activities
14th August	8:30 a.m.	Airport pick-up
	12:00 p.m.	Have lunch in [6] _____
15th August	2:00 p.m.-5:00 p.m.	Visit [7] _____
	2:00 p.m.-5:00 p.m.	Attend [8] _____
16th August	6:00 p.m.-9:00 p.m.	Attend [9] _____
	9:00 a.m.-11:00 a.m.	Buy some souvenirs
	[10] _____ p.m.	Arrive at the airport
	2:00 p.m.	Departure

任务七 日程安排

Task 7

You are Miranda Li, a secretary at AD Manufacturing. You are asked to invite David Clarkson, a business partner, to attend your product launch event and then make an itinerary according to his reply.

Task 7.1

Now complete the invitation email to David Clarkson based on the schedule provided below.

	Product Launch	Welcome Dinner
Time	2:00 p.m.—5:00 p.m. 15th August	6:00 p.m.—9:00 p.m. 15th August
Venue	Beijing Hotel	Forest Western Restaurant
Activities	<ul style="list-style-type: none">• Product briefing• Q & A• Product trial	<ul style="list-style-type: none">• Welcome speech by CEO• A three-course dinner

Key:

1. from 2:00 p.m. to 5:00 p.m. (on the 15th of August)
2. there will be a Q & A session
3. we will hold a welcome dinner
4. our CEO will give a welcome speech
5. a three-course dinner will be served

From: Miranda@hotmail.com
To: D. Clarkson@gmail.com
Subject: Invitation to product launch

Dear Mr. Clarkson,

AD Manufacturing warmly invites you to attend our company's product launch event on the 15th of August.

There will be two main sessions during the event—the product launch and the welcome dinner. The product launch is scheduled to take place [1] _____ at Beijing Hotel. First, our CEO will brief the guests on our new product in detail, then [2] _____ followed by a product trial.

In the evening, [3] _____ at Forest Western Restaurant. First, [4] _____; at the end of the evening, [5] _____.

We'd be delighted if you could join us at our launch. Please let us know if you will be able to attend and if there is anything we can do to assist you with your travel plans.

We look forward to hearing from you.

Sincerely,
Miranda Li
AD Manufacturing

任务七 日程安排

Task 7.2

Now read David Clarkson's reply. Complete the schedule with the EXACT words or phrases from the text.

Itinerary		
Date	Time	Activities
14th August	8:30 a.m.	Airport pick-up
	12:00 p.m.	Have lunch in [6] _____
	2:00 p.m.-5:00 p.m.	Visit [7] _____
15th August	2:00 p.m.-5:00 p.m.	Attend [8] _____
	6:00 p.m.-9:00 p.m.	Attend [9] _____
16th August	9:00 a.m.-11:00 a.m.	Buy some souvenirs
	[10] _____ p.m.	Arrive at the airport
	2:00 p.m.	Departure

Key:

Beijing Hotel; company; product launch; welcome dinner;

12:00

From: D. Clarkson@gmail.com
To: Miranda@hotmail.com
Subject: Invitation confirmation

Dear Ms. Li,

I am delighted to confirm my acceptance of your invitation to the product launch event your company will hold in China.

I will arrive at Beijing International Airport at 8:30 a.m. on the 14th of August. I would really appreciate it if you could pick me up and take me to Beijing Hotel. If it suits you, we could perhaps have lunch together in the hotel. Could you possibly show me around your company in the afternoon? It has been years since my last visit.

On the 15th of August, I will attend your product launch and also the welcome dinner in the evening.

My departure time will be 2:00 p.m. on the 16th of August, and I would like to get to the airport at 12:00 p.m. I'd really appreciate it if we could drop into a souvenir shop on the way to the airport, so I could buy some small gifts for my children.

I hope this plan is convenient for you. Please do get in touch if you have any concerns.

Best regards,
David Clarkson
CEO
WET Co. Ltd

任务七

教学建议：

1. 强化语言能力：

- ✓ 传授阅读策略，培养迅速定位原文信息，并进行推理及归纳整理的能力；
- ✓ 巩固语法知识，讲解句法结构，培养在语境中恰当运用语法知识进行书面表达的能力。

2. 提升职场技能：

- ✓ 熟悉各类商务信函，如邀请函、投诉函、确认函等；
- ✓ 培养职场写作能力，讲解商务信函的格式，以及常用句式和表达。

VETS与中职课标

学科核心素养

1. 职场语言沟通

职场语言沟通是指学生通过英语语言知识的学习与实践，掌握语言特点及其运用规律，发展听、说、读、写等语言技能，正确理解职场中不同类型的语篇信息，就与职业相关的话题进行有效沟通与交流。

3. 跨文化理解

跨文化理解是指学生在英语学习过程中，通过学习中外优秀文化，拓宽国际视野，形成对外国文化的正确认识、对中华优秀传统文化的深刻认知及对中外企业文化的客观了解，以开放包容的心态理解多元文化，坚定文化自信，促进文化传播。

职业模块

职业模块

- 主题 1: 求职应聘
- 主题 2: 职场礼仪
- 主题 3: 职场服务
- 主题 4: 设备操作
- 主题 5: 技术应用
- 主题 6: 职场安全
- 主题 7: 危机应对
- 主题 8: 职业规划

36

语篇类型内容要求

说明类	常见标识、节假日介绍、场所介绍等
应用类	公告、通知、简讯、启事等； 常规指令、日程安排等； 海报、广告、常见票据、电子邮件、信函等
议论类	与社会责任、合作意识和工匠精神等相关的内容

文化知识内容要求

4. 文化知识

【内容要求】

文化知识包括中外文化知识和职场文化知识。文化知识的学习有助于学生理解文化内涵，比较文化异同，汲取文化精华，形成正确的价值判断，发展跨文化理解与交流能力；有助于学生用英语表述中华优秀传统文化、革命文化和社会主义先进文化，讲述中国故事，有助于学生形成正确的世界观、人生观和价值观。

VETS与高职课标

学科核心素养

1. 职场涉外沟通

职场涉外沟通指学生在职场情境中，能够运用英语语言知识和语言技能比较准确地理解和表达信息、观点、情感，进行有效口头沟通和书面沟通。职场涉外沟通构成英语学科核心素养的基础要素。

2. 多元文化交流

多元文化交流指学生在学习和使用英语的过程中，能够识别、理解、尊重世界多元文化，拓宽国际视野，增强国家认同，坚定文化自信，树立中华民族共同体意识和人类命运共同体意识，在日常生活和职场中能够有效进行跨文化交际，用英语传播中华文化。多元文化交流体现英语学科核心素养的价值取向。

文化知识内容要求

4. 文化知识

【内容要求】

高等职业教育专科英语课程的文化知识涵盖哲学、经济、科技、教育、历史、文学、艺术、社会习俗、地理概况，以及中外职场文化和企业文化等。中外优秀文化知识的学习有助于学生比较文化异同，汲取文化精华，提高跨文化理解与表达能力，拓宽国际视野，增强处理文化差异的意识和能力，加深对中华优秀传统文化、革命文化和社会主义先进文化的认同，形成正确的价值观，成为有文明素养和社会责任感的高素质技术技能人才。

VETS与高职课标

基础模块主题

主题类别	专题	主要话题	建议职场情境任务
职业与个人	1 人文底蕴	1-1 历史文化 1-2 国情社情 1-3 文学艺术 1-4 审美情趣	求职应聘 文件处理 活动策划 活动组织
	2 职业规划	2-1 职业发展 2-2 职业选择 2-3 创新创业 2-4 职业发展	客户管理 面试接待 拜访安排 投诉处理 市场调研
	3 职业精神	3-1 职业理想 3-2 职业道德 3-3 职业规范	产品说明 技术服务 产品推介

基础模块职业英语技能

技能类型	内容要求
理解技能	能运用英语完成与职业相关的理解活动，例如能听懂、读懂、看懂用英语描述的工作流程、产品说明书等；能从不同视角理解语篇的主题和内容；能分析、推断作者的意图和态度。
表达技能	能运用英语完成与职业相关的表达活动，例如能介绍自己的工作经历、企业的基本业务、企业的主要产品等；能在职场环境下进行简单的中英互译活动；能运用英语表达有创新性的观点；能用图像、声音、图表等非文字资源创造性地表达意义。
互动技能	能运用英语完成职场中的互动活动，例如能进行日常商务往来或团体间日常业务交流；能运用英语克服跨文化交际中的困难。

整体教学建议

04

聚焦职业能力，重构职业英语教学模式，实现教学评一体化

03

传授跨文化知识，拓展国际视野，实现有效、得体的跨文化沟通

02

设定职场情境，明确产出任务和目标，激发学习动力和兴趣

01

夯实语言基本功，提高语言综合运用能力

外研社培训专用

外研社培训专用

外研社培训专用

外研社培训专用

外研社培训专用

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外研社培训专用

谢谢！