



# Contents

<b>Module 1 General Knowledge</b> 秘书工作基本知识.....	<b>1</b>
<b>Chapter 1</b> Introduction to the Secretarial Profession.....	3
<b>Chapter 2</b> Fundamentals of Business Etiquette .....	9
<b>Chapter 3</b> Corporate Secretarial Ethics .....	17
<b>Module 2 Written Communications</b> 文字交流技能.....	<b>21</b>
<b>Chapter 4</b> An Overview of Business Writing .....	23
<b>Chapter 5</b> Creating Business Letters in English.....	35
<b>Chapter 6</b> Writing Memos in English .....	53
<b>Module 3 Routine Work</b> 秘书常规工作 .....	<b>63</b>
<b>Chapter 7</b> Telephone Etiquette .....	65
<b>Chapter 8</b> Meeting Organization .....	76
<b>Chapter 9</b> Presentation Development .....	84
<b>Chapter 10</b> Travel and Accommodation Arrangements .....	91
<b>Chapter 11</b> Business Entertaining .....	102
<b>Module 4 Senior Duties</b> 高级秘书职责.....	<b>111</b>
<b>Chapter 12</b> Balance Sheet Composition .....	113
<b>Chapter 13</b> Payroll Sheet Composition .....	121
<b>Chapter 14</b> Petty Cash Management .....	128
<b>Chapter 15</b> Foundations of Human Resource Management .....	135
<b>Chapter 16</b> Business Contract Establishment.....	143
<b>Module 5 Knowledge Base Expanding</b> 基础知识扩展.....	<b>151</b>
<b>Chapter 17</b> Public Relations .....	153
<b>Chapter 18</b> Marketing Research and Advertising Campaign .....	160
<b>Chapter 19</b> Writing Resumes in English .....	170
<b>Chapter 20</b> Writing Job Search Cover Letters in English .....	179
<b>Appendix I</b> Basics of Effective Typing 高效打字基础.....	189
<b>Appendix II</b> An Introduction to English Punctuation 英文标点符号用法简介 .....	195
<b>Appendix III</b> A Contract Template for International Trade 国际贸易合同模板.....	205
<b>References</b> .....	211