

# UNIT 1

## 单元流程说明

1. 本单元概述物流行业以及相应的岗位；
2. 物流简介：了解物流行业的演变过程、定义、功能以及涉及的主要岗位 (Reading A)；
3. 物流岗位：了解物流行业各个岗位必备的素质、主要职责 (Listening & Speaking, Reading B)；
4. 物流企业介绍：了解如何撰写物流公司的简介 (Writing)。



## Warming-up

---

### Task 1

#### Key

1. C      2. D      3. B      4. A

### Task 2

#### *Suggested Answers*

1. According to the chart, punctuality is the most influential factor.
2. The other factors which may influence a company's choice include technological innovation, speed, competitiveness, facility, working efficiency, accuracy, location, customer service, etc.



# Reading A

## Background Information

### Evolution of logistics

The concept of logistics evolved from an army's need to supply itself as it moved from its base to a new forward position. In the ancient Greek, military officers who were responsible for financial and supply distribution matters were given the title "Logistikas".

### Task 1

**Objective:** Ss know the definition and importance of logistics.

**Time:** 10 minutes

#### Steps:

- ▶ Ss do this in pairs or small groups to brainstorm the ideas. Circulate to assist if necessary and write useful vocabulary on the board.
- ▶ When Ss have finished talking, get one or two pairs to present an oral report. Give each speaker a time limit.
- ▶ The rest of the class should listen and compare answers and be prepared to discuss whether they agree or disagree with the speakers.

#### Note:

- ▶ Accept any idea as this is a way of getting Ss to think about the topic. When making a comment, encourage rather than dishearten. Emphasize any good point made by Ss. To encourage fluency, don't always try to interrupt.

### Suggested Answers

1. Logistics is the management of the flow of goods, information and resources between the point of origin and the point of consumption. Also it can be defined as "having the right item in the right place, at the right time, in the right quantity, at the right price and in the right condition, for the right customer".
2. Logistics is very important. The logistics system provides the continuous availability of food, water, medicine, and other key materials that you need to survive.

## Translation

### 物流概况

物流是对商品、信息及资源从产地到消费地流动的管理。由于在全球化供应链日益扩张的背景下物料供应及运输业务日益复杂，物流在20世纪50年代演变为一种商业概念。这个过程的复杂性引发了对专家的需求，这些专家被称为物流学家。

物流可以被定义为：把正确的物品，在正确的地点、正确的时间，以正确的数量、正确的价格，在正确的条件下交给正确的顾客。

从本质上讲物流有两种不同形式：其一是优化物料在运输节点和储备区域网络中的稳定流动；其二是有效协调资源的排序，以便更好地实施项目。

物流工作包含了信息整合、运输、库存、仓储、物料处理、包装、人力资源，有时也包括安保。其目标是对项目从实施到完成这个周期内的活动进行管理。例如，物流从业者必须保证整个供应链正常运行，从而使原材料或零部件按照正确的顺序在规定的时间内到达工厂或现场。如果房屋地

基还没挖，墙还没砌好，而房顶瓦片已经运到，或者如果印刷厂尚未找到既干净又防潮的地方，而纸张却大批运进，就会造成低效和浪费。这些都是物流极为复杂、细致的过程的简单实例。

一个合格的物流人员的主要工作职能包括：库存管理、采购、运输、仓储、咨询以及对上述活动的组织和规划。物流人员还要结合以上每一种职能的专业知识有效地协调组织内部的资源。

### Task 2

**Objective:** Ss can scan a passage to match each paragraph with the corresponding aspect of logistics.

**Time:** 5 minutes

**Steps:**

- ▶ Clarify the assignment for Ss.
- ▶ Ss work in pairs.
- ▶ Check the answers with the whole class.

**Key**

Paragraph 1 c Paragraph 2 a Paragraph 3 b Paragraph 4 e Paragraph 5 d

### Task 3

**Objective:** Ss can skim a passage for specific information.

**Time:** 5 minutes

**Steps:**

- ▶ Ss work individually.
- ▶ Check the answers with the whole class by getting individual students to correct the false statements.

**Key**

1. Not mentioned 2. False 3. False 4. True

### Task 4

**Objective:** Ss know what they will do in the future.

**Time:** 10 minutes

**Steps:**

- ▶ Go through the directions with the whole class.
- ▶ Ss work in small groups to explore this topic.
- ▶ Circulate in the classroom while Ss are discussing and write useful words on the board.
- ▶ Ss make an oral presentation to the class.
- ▶ Make comments.

**(Open)**



# Listening

---

## Task 1

**Objective:** Ss can accurately match the people with the correct information.

**Time:** 15 minutes

### Script

**Operator:** JK. How may I help you?

**Jack:** I would like to speak to Mr. Smith, the Manager of the Human Resources Department, please.

**Operator:** Please hold on a moment; I'll put you through... Oh, I'm sorry. He's not in his office right now. Could you try again in an hour?

**Jack:** I've just some questions about the position that's been advertised. Is there anyone else who could help me?

**Operator:** Of course. Anna is the Human Resources Administrative Assistant. Would you like to speak to her?

**Jack:** Yes, please.

**Operator:** One moment please. I'll put you through.

### Key

1. Mr. Smith
2. Jack
3. Anna

## Task 2

**Objective:** Ss can accurately write down the missing information in the conversation.

**Time:** 15 minutes

### Script & Key

**Anna:** Hello! This is Anna White. How may I help you?

**Jack:** Hello, Miss White, I saw your advertisement for a(n) 1. assistant for the Customer Service Manager in today's *Morning Post*. I'm very interested in the job.

**Anna:** Are you a student?

**Jack:** Yes, I am a student majoring in 2. logistics management. I'll graduate at the end of this month. I'd like to apply for the job and wonder if there is a(n) 3. application form that I should complete.

**Anna:** No. Just send us your résumé by email with a(n) 4. cover letter.

**Jack:** OK, I'll send it immediately.

**Anna:** Thank you. We'll call you for an interview if we think your 5. qualifications are suitable.

**Jack:** I look forward to that and greatly 6. appreciate your time and help.

**Anna:** My pleasure!

**Task 3**

**Objective:** Ss can understand specific information and make correct choices for relevant questions.

**Time:** 15 minutes

**Script**

**Jack:** Good morning. My name is Jack Wang.

**Cindy:** Thank you for coming, Jack. Please sit down. Now could you tell me a little about yourself, please?

**Jack:** Sure! I'm a student majoring in logistics management at Tianjin University and I'll graduate with a bachelor's degree at the end of this month. I've taken more than 20 courses, including economics, marketing, international trade, logistics and supply chain management and communication.

**Cindy:** OK. What do you think is the function of customer services in a logistics company?

**Jack:** Well, I think the employees in a Customer Service Department are responsible for ensuring that all the concerns that customers have are satisfactorily resolved.

**Cindy:** You're right! Here at JK, customer services cover many different activities including reception, confirmation, coordination, dealing with complaints, and so on.

**Jack:** It seems to be a challenging and varied job!

**Cindy:** Yes, it is. It's good that you recognize that. We'll call you with our decision by Friday.

**Jack:** Thank you. I look forward to hearing from you.

**Cindy:** Good luck!

**Key**

1. B    2. B    3. A    4. A    5. B

**Task 4**

**Objective:** Ss can find specific information from listening to answer the given questions.

**Time:** 15 minutes

**Script**

**Mary:** Hello, Ben. This is *The Contemporary Logistics Journal*. This week we're doing a column about careers in logistics. Would you like to share your work experience?

**Ben:** Sure, it's my pleasure!

**Mary:** How long have you worked at TMK?

**Ben:** For nearly a year.

**Mary:** What are your main responsibilities?

**Ben:** Updating the master customer data on our system, placing customer's orders and building connections between the firm and our customers.

**Mary:** So what is a typical day for you?

**Ben:** Well I usually try to get into the office by 8 in the morning so that I can clear my emails before the phones start ringing at 9. Then my work involves following up orders, dealing with problems, meeting customers, chasing deliveries, etc. I rarely leave work before 7 pm.

**Mary:** Are there many chances to travel with your work?

**Ben:** Definitely. Within the UK, I regularly travel to our distribution center in Manchester. There are opportunities to travel internationally, too.

**Mary:** Thank you very much for sharing your work experience with us.

**Ben:** You are welcome.

**Suggested Answers**

1. *The Contemporary Logistics Journal*.
2. At 9 am.
3. Following up orders, dealing with problems, meeting customers, chasing deliveries, etc.
4. He regularly travels to the distribution center in Manchester.



# Speaking

---

## Task 1

**Objective:** Ss can make a short phone call.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 1.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in the class.

## Task 2

**Objective:** Ss know how to make a conversation with a new colleague.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 2.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in the class.

### Sample

**A:** Hello, Johnson, nice to see you.

**B:** Hello, Alan, nice to meet you, too.

**A:** Before you start your work, I think it's very necessary to let you know some factors that may affect a client's choice of logistics companies.

**B:** That's so kind of you. I am all ears.

**A:** There are mainly three factors, including price, safety and credit.

**B:** What do you think is the most important factor?

**A:** It's difficult to answer. It depends on the clients' requirements.

**B:** OK, I will keep that in mind. Thank you very much.

**A:** You are welcome.

**Task 3**

**Objective:** Ss know how to answer an enquiry.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 3.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in the class.

**Sample**

**A:** Hello, AG Company.

**B:** Hello, this is Joe Smith. I am calling about the shipping options described on your website. We have some new clients in South Africa and we will ship some samples to them next month.

**A:** Oh, I think we have the opportunity to provide the service to you. We have two liners sailing to South Africa every day.

**B:** Because we want to ship to them as soon as possible, could you arrange more liners for us?

**A:** OK, we will try our best.

**B:** Good! Could I pay a field visit to your company next week?

**A:** Sure.

**B:** Thank you very much.

**Task 4**

**Objective:** Ss know how to receive a potential client.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 4.
- ▶ Ss choose the roles.
- ▶ Ss make a conversation.
- ▶ Ss role-play the conversation in the class.

**Sample**

**A:** Hello, Johnson. I'm Joe Smith.

**B:** Nice to meet you, Mr. Smith. I've been expecting you. Welcome to our company.

**A:** Thank you. Shall we begin our visiting tour?

**B:** Sure. As previously arranged, we are going to visit the warehouse, the packaging plant and the distribution center.

**A:** OK, let's go.

**B:** That's the warehouse. On the right side of it is the packaging plant.

**A:** It's so large!

**B:** Now, we are arriving at the distribution center. We are planning to expand the distribution line to more countries.

**A:** It increases my confidence to cooperate with you.

**B:** Thank you. We will not let you down.



# Reading B

## Translation

### 招聘广告

下面是总部位于法国的著名婴幼儿产品制造商B&B公司的招聘广告。

#### 1. 客服代表

**主要职责：**

- 接听客户电话并为其提供准确的、最新的信息
- 处理订单
- 提供有效的售后服务

**所需技能：**

- 流利的普通话和法语
- 出色的人际沟通能力
- 很强的解决问题能力

**职业路径：**

成功的客服代表可以晋升为客服总监或销售经理。

#### 2. 采购经理

**主要职责：**

- 预测采购需求
- 与供应商沟通
- 追踪采购活动

**所需技能：**

- 出色的谈判能力、说服力和书面沟通能力
- 出色的成本分析能力
- 熟悉进出口流程

**职业路径：**

成功的采购经理可能会成为物流经理或材料控制员。

#### 3. 供应链经理

**主要职责：**

- 为客户量身定制战略来提供有效的客服并节约成本
- 全面负责产品从供方到客户的有效流动
- 及时和客户、供应商及内部各部门沟通确保顺利运行

**所需技能：**

- 熟知物流和供应链管理
- 流利的英语口语、写作能力
- 有至少三年的运输单据处理方面的工作经验

**职业路径：**

成功的供应链经理可以晋升为物料管理总监或物流总监。

我们提供优厚的福利，包括医疗保险、带薪休假、教育资助以及成为我们准备基金的会员。有意者请将申请书和简历发至 [hr@bblogistics.com](mailto:hr@bblogistics.com)。



**Task 1**

**Objective:** Ss can scan the advertisement for specific information.

**Time:** 20 minutes

**Steps:**

- ▶ Ss read Reading B Task 1.
- ▶ Ss read the advertisement.
- ▶ Ss discuss in pairs to complete the task.
- ▶ Check the answers and make necessary comments on their work.

**Suggested Answers**

1. The main business of the company is producing baby products.
2. There are three different types of positions. They are customer service representative, purchasing manager and supply chain manager.
3. A successful Customer Service Representative may advance to Customer Service Director or Sales Manager. Success as a Purchasing Manager may lead to employment as a Logistics Manager or Materials Controller. A highly successful Supply Chain Manager may be promoted to Director of Materials Management or Director of Logistics.
4. They can send a letter of application and résumé to [hr@bblogistics.com](mailto:hr@bblogistics.com).

**Task 2**

**Objective:** Ss know some useful terms needed to understand the advertisement.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read Reading B Task 2.
- ▶ Ss work individually and then compare answers with their partner.
- ▶ Check the answers with the whole class.

**Key**

1. b    2. d    3. g    4. a    5. f    6. h    7. c    8. e

**Task 3**

**Objective:** Ss can correctly understand a passage and translate it into Chinese.

**Time:** 30 minutes

**Steps:**

- ▶ Ss read Reading B Task 3.
- ▶ If necessary, pre-explain the difficult words or phrases in the passage.
- ▶ Allow enough time for Ss to read the passage.
- ▶ Ss work individually or in pairs to complete the translating task.
- ▶ Assist Ss if necessary.
- ▶ Choose two Ss to present their work.
- ▶ Check the answers and make necessary comments on their work.

**Suggested Answers**

物流是一个公司的主要职能之一。其主要目标可分为实施目标和成本目标。具体来说就是高时效保证、短时配送、低库存水平和高产能利用率。然而，在要做决定时人们往往要权衡各种目标来进行决策。



# Writing

---

## Task

**Objective:** Ss can complete an introduction.

**Time:** 20 minutes

### Steps:

- ▶ Ss read Writing Task.
- ▶ Ss work on the task individually.
- ▶ Provide help if needed.
- ▶ Comment briefly.

### Key

1. C    2. D    3. A    4. B



# Project

---

This project requires Ss to collect and analyze the information on logistics industry. First, they will search the information online about several companies. Then they should analyze the companies mentioned in Step One. Finally, Ss should discuss the future trend of logistics. In order to do it well, Ss should use what they've learned from previous activities.

**Time:** 30 minutes

**Steps:**

- ▶ Grouping. Divide the class into groups. There are several ways: Ss pick up their own partners; teachers group fast learners with slow learners; Ss find their partners by drawing lots.
- ▶ Defining project. Go through the project with the class and clarify requirements.
- ▶ Timing & cooperation. Give Ss a deadline for completion and guidelines on working together. Appropriate time management and job division are likely to be serious problems at the beginning, where basic instructions from the teacher should come in. As Ss get used to the mini-project, they will become more experienced. Remind them that different Ss have different work but everybody contributes to the project. They discuss first and then decide who will do what.
- ▶ Presentation. In this project, they need to give an oral presentation about their results of discussion. They should do it after studying the whole unit.



# Self-evaluation

---

**Objective:** Ss can evaluate their language skills in accordance with the *Unit Objectives*.

**Time:** 5 minutes

**Steps:**

- ▶ Go through the evaluation list with Ss.
- ▶ Ss tick the boxes on the list alone.
- ▶ Ss compare their work with others.
- ▶ Ask several Ss to report their self-evaluation results.
- ▶ Comment briefly.



# New Words and Expressions

---

## Reading A

### Language Points

#### Paragraph 1

1. **evolve:** *v. to gradually change and develop over a period of time*  
e.g. The research project evolved from a concept first proposed in 1993.

#### Paragraph 3

2. **optimize:** *v. to make something such as a method or process as good or as effective as possible*  
e.g. The new systems have been optimized for running Microsoft Windows.
3. **carry out:** *to do something that you have said you will do or that you have been told to do*  
e.g. I expect my instruction to be carried out.

#### Paragraph 4

4. **involve:** *v. to include something as a necessary part of an activity, event, or situation*  
e.g. The course involves a great deal of hard work.

#### Paragraph 5

5. **qualified:** *a. thoroughly trained for a particular job*  
e.g. She is particularly well qualified to give an opinion.

## Reading B

### Language Points

1. **forecast:** *v. to make a statement about what is likely to happen, usually relating to the weather, business, or the economy*  
e.g. Analysts are forecasting an increase in profits of up to 16%.
2. **be familiar with sth.:** *if you are familiar with something, you know about it because you have learnt about it or experienced it before*  
e.g. The author assumes that his readers are familiar with certain basic concepts.



# Vocabulary and Structure

---

## Task 1

**Objective:** Ss know the spelling and meaning of the vocabulary for the unit.

**Time:** 5 minutes

**Steps:**

- ▶ Ss read Vocabulary and Structure Task 1.
- ▶ Allow 5 minutes for Ss to do the task.
- ▶ Ss close their books and do the following: Ss work in pairs. One student reads the items randomly in the column on the right while the other writes down the words.
- ▶ Ss switch roles.
- ▶ Check the answers.

**Key**

- |             |                  |              |               |                 |
|-------------|------------------|--------------|---------------|-----------------|
| 1. forecast | 2. overall       | 3. optimize  | 4. coordinate | 5. accurate     |
| 6. tuition  | 7. interpersonal | 8. warehouse | 9. tile       | 10. integration |

## Task 2

**Objective:** Ss grasp the vocabulary from this unit by changing parts of speech.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read Vocabulary and Structure Task 2.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in brackets.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

**Key**

- |                   |                 |              |               |                 |
|-------------------|-----------------|--------------|---------------|-----------------|
| 1. responsibility | 2. consultation | 3. original  | 4. distribute | 5. consumers    |
| 6. various        | 7. satisfied    | 8. efficient | 9. founded    | 10. integration |

### Task 3

**Objective:** Ss can use the vocabulary from this unit in other contexts.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read Vocabulary and Structure Task 3.
- ▶ Ss give the correct answers based on their understanding of each sentence and the words given in the table.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

**Key**

- |                    |            |             |                |                   |
|--------------------|------------|-------------|----------------|-------------------|
| 1. delivery        | 2. conduct | 3. Complex  | 4. warehousing | 5. forecast       |
| 6. problem-solving | 7. tuition | 8. sequence | 9. procurement | 10. Fundamentally |

### Task 4

**Objective:** Ss can use the vocabulary in this unit for translation.

**Time:** 15 minutes

**Steps:**

- ▶ Tell Ss that English and Chinese sentence structures are different.
- ▶ If necessary, rebuild the first Chinese sentence in accordance with the English sentence structure as an example.
- ▶ Ss work individually or in pairs and translate the sentences with the words or phrases given in brackets.
- ▶ Check the answers and give necessary comment.

**Suggested Answers**

1. The term “logistics” has evolved from a widely-used military term.
2. The director of the President’s Office is responsible for arranging meetings.
3. If you come down to the old price, we can place a large order with you.
4. The electronic order system has been optimized so as to meet the ever growing client demands.
5. Due to effective coordination, the buyer finally persuaded the seller into accepting his shipping terms.



# Grammar

---

## Part of Speech

### Task 1

#### Key

- |              |                |              |                |                 |
|--------------|----------------|--------------|----------------|-----------------|
| 1. <i>n.</i> | 2. <i>v.</i>   | 3. <i>v.</i> | 4. <i>n.</i>   | 5. <i>adj.</i>  |
| 6. <i>v.</i> | 7. <i>adj.</i> | 8. <i>v.</i> | 9. <i>adj.</i> | 10. <i>adv.</i> |

### Task 2

#### Key

- |         |         |         |       |         |
|---------|---------|---------|-------|---------|
| 1. the  | 2. the  | 3. the  | 4. an | 5. a    |
| 6. a    | 7. a    | 8. the  | 9. a  | 10. a   |
| 11. the | 12. the | 13. a   | 14. a | 15. The |
| 16. The | 17. the | 18. The |       |         |



### Task 3

#### Key

- |           |                 |              |               |            |
|-----------|-----------------|--------------|---------------|------------|
| 1. kindly | 2. well         | 3. efficient | 4. surprising | 5. quick   |
| 6. late   | 7. fluently     | 8. nearly    | 9. pleasantly | 10. busily |
| 11. easy  | 12. differently | 13. absolute | 14. well      |            |

### Task 4

#### Key

- |             |             |                  |            |          |
|-------------|-------------|------------------|------------|----------|
| 1. studying | 2. speaking | 3. communicating | 4. meeting | 5. doing |
| 6. spend    | 7. hearing  |                  |            |          |

## 词类及其之间的相互关系

---

### 教学思路（供参考）

总的原则：加强学生对词性的认识，明白词性在英语学习中的重要作用，克服学生只记单词拼写和意思而不记单词词性的毛病。

重点训练：1. 一词多性的情况，让学生明白具体的语言环境决定一个词的词性及其意思；  
2. 词与词之间的修饰关系。

## Comprehensive Exercises

---

### Task 1

#### Key

- |                   |             |              |            |                 |
|-------------------|-------------|--------------|------------|-----------------|
| 1. wonderful time | 2. advices  | 3. a chicken | 4. photoes | 5. businesses   |
| 6. conversation   | 7. luggages | 8. eggs      | 9. sheeps  | 10. experiences |

### Task 2

#### Key

- |              |               |            |              |              |
|--------------|---------------|------------|--------------|--------------|
| 1. expensive | 2. confidence | 3. loudly  | 4. learning  | 5. certainly |
| 6. really    | 7. earlier    | 8. monthly | 9. cleverest | 10. lively   |

### Task 3

#### Key

- |            |              |                        |
|------------|--------------|------------------------|
| 1. quickly | 2. good cook | 3. extremely foolishly |
|------------|--------------|------------------------|

4. very friendly to us  
9. perfectly

5. practical  
10. heavily

6. hard

7. sadly

8. fast swimmer

#### Task 4

##### Key

1. health  
6. hardly  
11. tireless

2. suddenly  
7. final  
12. mainly

3. blindly  
8. clear  
13. full

4. deafly  
9. good  
14. natural

5. quick  
10. extensive  
15. equal