



# UNIT 1

## 单元流程说明:

1. 本单元结合**土建行业**中典型工作流程、工作场景，概述土建工程中第一个工作环节——“可行性研究”；
2. **成本考察**：通过对可行性研究的初步介绍，简单了解可行性研究中成本的几个方面，包括土地购买成本、施工成本和市场营销费用等 (**Reading A**)；
3. **客户邀请和接待**：项目管理人员就可行性研究、建筑用地的选址等问题进行初步讨论 (**Listening & Speaking**)，征求各方意见；公司人员给各方参会人员发邀请函 (**Writing**)；
4. **进行可行性研究的步骤**：介绍有关可行性研究的步骤，如制定初步方案、详细方案和对项目进行评估 (**Reading B**)。

## Warming-up

### Task 1

#### Key

用地	Land Use
设计费	Design Fee
建筑费用	Construction Cost
市场营销费用	Marketing Cost
可行性研究	Feasibility Study

### Task 2

- 3 Approval of project proposal
- 1 Project proposal
- 6 Design
- 8 Delivery
- 2 Feasibility study
- 5 Design specifications
- 4 Project authorized
- 7 Construction



# Reading A

## Background Information

### 可行性研究报告

建筑工程可行性研究报告通常包括项目综述和背景、项目的市场预测和分析、选址、总体设计方案、设备和物资采购、财务估算、经济评价、结论和建议等。

### Task 1

**Objective:** Ss know about the costs in a feasibility study.

**Time:** 10 minutes

#### Steps:

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

#### Suggested Answers

(Open)

### Translation

#### 可行性报告中的费用问题

可行性报告对项目的所有成本和总收入所做的财务分析，从而判断一个项目是否可以盈利。完成一份可行性报告一般需要经过两个阶段。第一阶段是利用当时已有的大致数据。第二阶段是当各项成本数据都最终确定以后。

在准备可行性报告时，需要考虑建筑项目的用地费用。用地费用，作为可行性报告的首要项目，希望会比投标价格低一些。如果价格可以接受，与之相关的土地价格的其他费用，包括交通费用、法律费用、印花税、公用事业收费和其他费用都会相应变化。

如果在第一阶段，可行性研究显示有可观

的盈利，你就可以进而获得土地的法律控制权。一旦土地的出售价格确定，你需要聘用设计方面的顾问包括建筑师、工程师等为项目做一份初步设计，并且支付报酬。

下一步主要就是考虑建筑的费用。例如，如果你的项目是要建十栋市内住宅，根据你的市场经验，建造一栋住宅的费用是18万英镑，总造价为180万。

在初步设计完成后，你需要让一些承包商给出报价，以便确定设计可以控制在预算之内。例如，如果在180万之内，那么你可以给承包商报价170万。之所以要留10万的机动费用，是因为现在的设计还不是详细完整的方案。为了获得更大的收益，可行性研究报告里还应包括一些市场营销的费用，如销售回扣和宣传册印刷等。

如果成本总额的80%可以借贷，那么你只需准备20%的资金就够了。现在，你可以把总成本与总利息相加，算出该项目的总资金需求。

### Task 2

**Objective:** Ss can skim a passage to get the main idea of each paragraph.

**Time:** 10 minutes

#### Steps:

- ▶ Pre-teach *legal control, budget, capital*.
- ▶ Get Ss to skim each paragraph for the main idea.
- ▶ Ss work in pairs. Check the answers with the whole class by getting one or two Ss to read their answers aloud.
- ▶ Get Ss to give reasons for their answers.

#### Key

- |                 |                                    |
|-----------------|------------------------------------|
| Paragraph __5__ | Including marketing costs          |
| Paragraph __3__ | Estimating design costs            |
| Paragraph __1__ | Defining a feasibility study       |
| Paragraph __4__ | Considering the construction costs |
| Paragraph __2__ | Buying the land firstly            |
| Paragraph __6__ | Raising the capital                |



### Task 3

**Objective:** Ss can scan a passage to find supporting details for a point of information.

**Time:** 5 minutes

**Steps:**

- ▶ Pre-teach *interior designer, profit return, environmentally friendly structures.*
- ▶ Ss do this exercise alone and then compare answers with a partner.
- ▶ Check answers with the whole class.

**Key**

- ✓ Legal charges
- ✓ Stamp duty
- ✓ Utility charges
- ✓ Wages and insurance
- ✓ Advertising costs
- Rental payment
- ✓ Sales commissions
- ✓ Costs for printing of brochures
- Payment for researchers
- ✓ Interests on the loans

### Task 4

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

**Time:** 15 minutes

**Steps:**

- ▶ Ss read the direction and given questions in this task.
- ▶ Ss read the passage carefully and answer the given questions.
- ▶ Check the answers.

**Key**

1. Buy the land on which you want to develop a building.
2. Gain legal control of the land.
3. Hire the design consultants and engage them in initial design.
4. The construction cost.
5. Sales commissions, brochure printing, etc.



# Listening

## Task 1

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

**Time:** 5 minutes

### Steps:

- ▶ Ss read the direction and the information in both the right and left columns.
- ▶ Ss listen to the conversation and do the match work.
- ▶ Check the answers.

### Script

**Michelle:** Hello, Mr. Hibberd's office!

**Peter:** Hello, can I speak to John Hibberd, please?

**Michelle:** I'm afraid he's in a meeting until lunchtime. Can I take a message?

**Peter:** Well, I'd like to make an appointment with him, please. It's Peter Jefferson here. I'm Principal of the Senger Design Group.

**Michelle:** Could you please hold on for a minute, Mr. Jefferson? I'll just look in the diary. When's convenient for you?

**Peter:** Sometime next week if possible. I guess he has received our feasibility?

**Michelle:** Yes, it arrived yesterday. But I'm afraid Mr. Hibberd won't be able to see you next week. He's on holiday by then.

**Peter:** Well, I need to see him before he leaves. So would this Wednesday be OK?

**Michelle:** Wednesday... let me see... he's out of the office all morning. But he's free in the afternoon, after about three.

**Peter:** Three o'clock could be difficult but I could make it after four.

**Michelle:** So shall we say 4:15 on Wednesday, in Mr. Hibberd's office?

**Peter:** That sounds fine. Thanks very much.

**Michelle:** You're welcome. Goodbye.

### Key

Peter Jefferson: principal of Senger Design Group

Michelle: secretary of the AZ landscape Architecture Company

John Hibberd: Manager of the AZ landscape Architecture Company

## Task 2

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

**Time:** 10 minutes

### Steps:

- ▶ Ss read the direction and the given part of the conversation in this task.
- ▶ Ss listen to the conversation and fill in the blanks.
- ▶ Check the answers.

### Script

**Cindy:** Good morning, everybody, thanks for coming. There are just a couple of items on the agenda. First of all, as you can see, the feasibility study and our collaboration with AZ Landscape Architecture; and secondly, the budget for our research project. I know Alex would also appreciate a little bit of time for any other business.

**Alex:** Thank you, Cindy. Let's go through the agenda in order though. You are all familiar with the details in the feasibility study of our development project with AZ Landscape Architecture, are we all happy with the price they are offering for the land?

### Key

- |                |               |             |
|----------------|---------------|-------------|
| 1. couple      | 2. study      | 3. budget   |
| 4. business    | 5. go through | 6. familiar |
| 7. development | 8. happy      |             |

## Task 3

**Objective:** Ss can listen for specific information to choose the correct answer.



**Time:** 15 minutes

**Steps:**

- ▶ Ss read the direction in this task.
- ▶ Ss listen to the conversation and choose the correct answer to each question.
- ▶ Check the answers.

**Script**

(W) **Jane:** Hi, Sam.

(M) **Sam:** Oh, hi, Jane.

**Jane:** Have you some free time today? I've really got to check with you about the feasibility plan for the AZ project.

**Sam:** Yes, of course. What about this afternoon? Is 2 o'clock OK for you?

**Jane:** I'm afraid not. I'm meeting the Marketing Director at Shell.

**Sam:** OK, after that?

**Jane:** Well, the meeting is going to last all afternoon.

**Sam:** OK! If it's good for you, I could do a working lunch in the café downstairs.

**Jane:** Great. Do you mind if I bring Charles Li with me? He's the Deputy Director at AZ and is in charge of the feasibility study.

**Sam:** He's welcome. Perhaps you should reserve one of the VIP rooms in the café?

**Jane:** Sure, I'll fix it. Is 12 o'clock OK?

**Sam:** That's great! Bye.

**Jane:** Bye.

**Key**

1. A    2. B    3. C    4. C

**Task 4**

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

**Time:** 15 minutes

**Steps:**

- ▶ Ss read the direction and the given part of the conversation in this task.
- ▶ Ss listen to the conversation and fill in the blanks.

- ▶ Check the answers.

**Script**

**Mr. Smith:** Could you please explain your plan for the site for the project, Ms. Chen?

**Ms. Chen:** According to our construction plans, our first camp will be located at the junction of the two access roads leading to Tianjin Port.

**Mr. Smith:** What size will this camp be?

**Ms. Chen:** It will cover an area of about 3,000 square meters. This piece of land belongs to the Beijing Municipal Government. We'll have to get it approved soon.

**Mr. Smith:** When do you think we can get the permission?

**Ms. Chen:** Not sure. We'll report the results at our weekly review meeting. Though we know the local government is in full support of this project, it will take time for us to go through the application procedure. The area is near the nature reserve so there are extra regulations to consider.

**Mr. Smith:** Yes, in that case, we will be strictly confined by the regulations. Anyway, let's get the application procedure started.

**Ms. Chen:** If we can get the approval, it will facilitate transportation because the river is just to the south of the site.

**Mr. Smith:** Would you copy us in on all the site layouts, please, together with your letter of application?

**Ms. Chen:** Sure. When would you like it?

**Mr. Smith:** The sooner, the better!

**Ms. Chen:** OK. I'll do my best. You'll have a reply within a week, whether positive or negative.

**Mr. Smith:** That's what the contract says! Thank you.

**Key**

- |            |           |               |
|------------|-----------|---------------|
| 1. located | 2. area   | 3. approved   |
| 4. review  | 5. nature | 6. regulation |
| 7. south   | 8. layout | 9. expect     |
| 10. reply  |           |               |



# Speaking

## Task 1

**Objective:** Ss know how to express agreement and disagreement.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read Speaking Task 1 and the given useful expressions.
- ▶ Ss work in pairs to make a conversation which involves expressing agreement and disagreement.
- ▶ Ss role-play the conversation in class.

### Sample

**A:** What do you think of this project? Do you agree with what the manager has just said?

**B:** Well, I can't share the same opinion. The feasibility study shows that there are too many problems and we can't make much profit.

**A:** You're right there.

## Task 2

**Objective:** Ss know how to make short conversations.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read the sample in this task.
- ▶ Ss choose the roles.
- ▶ Ss make the conversation.
- ▶ Ss role-play the conversation in class.

### Sample 1

**Alice Willis:** Hello, Mr. Liu. Very pleased to meet you again.

**Mr. Liu:** Glad to meet you, too.

**Alice Willis:** Take a seat, please.

**Mr. Liu:** Let's get down to business, Alice. You asked me last week about the price for the land for your project. Could you put it in more detail, please?

**Alice Willis:** As you know, the price of land has fallen since last spring. Now, before we sign our final agreement, I'd like to see if there is any possibility to reduce the cost for land in our initial agreement.

**Mr. Liu:** Do you have any specific suggestions?

**Alice Willis:** I'd like to hear your idea first.

### Sample 2

**Adam James:** Good morning. Christ, Very pleased to meet you again.

**Christ:** Nice to meet you too, Adam.

**Adam James:** Take a seat, please.

**Christ:** Let's get down to business, Christ. For the initial design, I still need more information. Could you put it in more detail, please?



**Adam James:** Yes, the first draft of the design has been completed, and the design consultant will meet to firm up the design within a week.

**Christ:** Do you have any specific suggestions?

**Adam James:** No, not really. I'd like to know your idea about the first draft.

### Task 3

**Objectives:** Ss know how to make an interview with an architect.

**Time:** 15 minutes

**Steps:**

- ▶ Ss read the direction and pay special attention to the given information.
- ▶ Ss choose the roles.
- ▶ Ss make the conversation.
- ▶ Ss role-play the conversation in class.

### Sample

**A:** Welcome to our studio, Mr. Fu Ming. We all know that you're a famous architect. When did you get interested in the field of architecture?

**B:** I began to get interested in buildings when I was a young boy, and that interest grew as I grew up.

**A:** What were the biggest inspirations for your career?

**B:** My teachers in college were the biggest inspirations for me. They showed me new ways to approach the design of buildings.

**A:** What skills are required to be an architect?

**B:** We need to know how to think graphically, not just draw. We need to be able to visualize before we even sketch it, and to understand how things are related to one another.

**A:** What projects rank among your favorites?

**B:** There is no question that the Bird's Nest is one of my favorite projects.

**A:** What are your professional goals for the future?

**B:** One goal is to improve my ability as an architect. A second goal is to catch up with the latest design trends.

### Task 4

**Objective:** Ss understand what should be included in a feasibility report.

**Time:** 10 minutes

**Steps:**

- ▶ Ss work in small groups to discuss this question.
- ▶ Circulate while Ss are discussing and assist if necessary.
- ▶ Get each group to make an oral presentation on what they have got.

**Note:**

All of the given items should be covered in a detailed feasibility study report.



# Reading B

## Translation

### 可行性研究的步骤

尽管对于所有的项目，如何进行可行性研究并没有具体统一的规则，但是有些步骤还是大致相似。概括地讲，这些步骤主要有：

#### 预研究

这是调查研究的第一步，主要关于投资。这一步可能涉及简单的法律、营销、技术和工程、财务和经济或社会标准，综合这些可以确定是否投资。

#### 详细研究

顾名思义，这一步主要是从法律、营销和技术等角度进行详细的研究。

✓ 法律问题。主要包括项目的法律问题、妨碍项目的法律问题，以及随后的法律方面的修改意见。

✓ 市场营销研究。这包括了供应、需求和供需分析以及市场份额方面的研究。

✓ 技术和工程研究。这些研究确定项目类型、完整的设计、施工过程和方法、选址以及计划进度表。

✓ 财务和经济研究。这一研究至关重要，因为应当粗略计算投资成本包括一些固定的成本（如土地、建筑物、设备等）、财务计划、资源和预算，以及收入或获益。

✓ 社会研究。该项目的社会效益也应当衡量。

#### 项目评估

在这个步骤中，主要是评估和分析该项目的预期经济和社会效益。评估最常见的方法是分析其投资回收期、净现值和内部收益率。

可行性研究是做决定的依据，所以应该一步一步地认真执行。如果一个项目被证明是“可行的”，那么“真正的”工作就开始了。

### Task 1

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

**Time:** 10 minutes

#### Steps:

- ▶ Ss read Reading B Task 1.
- ▶ Ss do this exercise alone and then compare answers with a partner.
- ▶ Check answers with the whole class.

#### Key

1—B    2—F    3—G    4—I    5—E    6—A    7—J    8—C    9—D    10—H



## Task 2

**Objective:** Ss can understand specific information and decide whether the given statements are true or false.

**Time:** 10 minutes

**Steps:**

- ▶ Ss read the direction and given statements in this task.
- ▶ Ss read the passage and write down T or F.
- ▶ Check the answers.

**Key**

1. F      2. T      3. T      4. F      5. T

## 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 comment on their work.

**Suggested Answers**

在这个步骤中，该项目的预期经济效益和社会效益都将被加以评估和分析。评估最常见的方法是分析其投资回收期，净现值和内部收益率。

# Writing

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**Objective:** Ss can correctly write an invitation letter.

**Time:** 20 minutes

**Steps:**

- ▶ Ss read Writing Task 1.
- ▶ Ss discuss in small groups to list points that should be included in the invitation.
- ▶ Ss work on the task individually.
- ▶ Give help if needed.
- ▶ Comment briefly.

**Suggested Answers**

- |                   |                      |                       |
|-------------------|----------------------|-----------------------|
| 1. invite         | 2. meeting           | 3. construction       |
| 4. urban planners | 5. equipment experts | 6. management experts |



## Project

This project is an integrated task that requires Ss to work together and go through the process of making an arrangement for a meeting. Ss should make preparation for a meeting. Ss are also required to take notes and draft the outline of a memo. Finally, Ss should make a presentation about the whole process of a group meeting.

**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 the 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. Make Ss fully aware that team work is the essential part of the practice. 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.** Ss present their evidence for completion. In this project, they need to present their brochures or other promotional products. Ask them to hand in their work after they study the whole unit.

**Notes:**

- ▶ The project should be done as homework.
- ▶ Since it takes time and effort to complete a project, you can ask only two or three groups to do it each time. Then demonstrate their work in class and give your feedback. In this way, Ss learn from each other.

# Self-evaluation

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**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

## Language Points

### Reading A

#### Paragraph 1

1. **financial:** *n. connected with money or the management of money*  
e.g. The city of Shanghai is becoming a financial center.
2. **go through:** *to experience, endure or suffer something*  
e.g. After going through several rounds of negotiation, they finally made an agreement.

#### Paragraph 2

3. **care about:** *to feel that something is important, so that you are interested in it, worried about it, etc.*  
e.g. As the manager in charge of this project, the first thing he cares about is the land cost.
4. **vary:** *v. change, especially according to some factor*  
e.g. The principle of that company never varies.

#### Paragraph 3

5. **satisfactory:** *adj. good enough for a purpose (but not outstanding)*  
e.g. The job has been finished, but not in a satisfactory way.

#### Paragraph 4

6. **comprise:** *v. to have as parts or members; be made up of*  
e.g. This participates in this meeting comprise people from all walks of life.

#### Paragraph 5

7. **budget:** *n. estimate or plan of how money will be spent over a period of time, in relation to the amount of money available*  
e.g. The CEO asked each department to make weekly budgets regularly so as to minimize the unnecessary expense.

8. **extra:** *adj. more than or beyond what is usual, expected or necessary; additional*  
e.g. Extra money will be charged for the excess of weight.
9. **cover:** *v. to include (something); to deal with*  
e.g. His research covers a wide field.

### Reading B

#### Paragraph 1

1. **specific:** *adj. (only before noun) relating to one particular thing, etc.; not general*  
e.g. If you don't tell me what the specific task is, I don't know where to start.

#### Paragraph 2

2. **lead to:** *to make something happen or exist as a result*  
e.g. This investment program will lead to the creation of thousands of new jobs all over the country.

#### Paragraph 3

3. **legal:** *adj. allowed, ordered, or approved by law*  
e.g. Gambling is not legal in this area.
4. **roughly:** *adv. not exact; about*  
e.g. Under the present conditions, we can only roughly estimate the total cost.
5. **calculate:** *v. to find out how much something will cost, how long something will take etc., by using numbers*  
e.g. His team is busy with calculating the profit margin.
6. **assessment:** *n. a process in which you make a judgment about a person or situation*  
e.g. What's your assessment of the developing trend next year?



# 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 or phrases.
- ▶ Ss switch roles.
- ▶ Check the answers.

**Key**

- |                      |                            |                   |
|----------------------|----------------------------|-------------------|
| 1. feasibility study | 2. building site selection | 3. building land  |
| 4. fixed cost        | 5. supply and demand       | 6. payback period |
| 7. net present value | 8. gross income            |                   |

## 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 the brackets.
- ▶ Ask Ss to work individually.
- ▶ Check the answers.

**Key**

- |                      |                 |               |                |
|----------------------|-----------------|---------------|----------------|
| 1. utilized/utilizes | 2. satisfactory | 3. decision   | 4. engaged     |
| 5. detailed          | 6. resources    | 7. introduced | 8. arrangement |

### 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. association with | 2. supply and demand | 3. going through | 4. added to           |
| 5. as well as       | 6. lead to           | 7. step by step  | 8. Generally speaking |

### 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, re-build the first Chinese sentence in accordance with the English sentence structure as an example.
- ▶ Ss work individually or in pairs and translate sentences with the words or phrases given in the brackets.
- ▶ Check the answers and give necessary comment.

**Key**

1. the decrease/fall of advertisement revenue
2. proposed a new approach / method
3. calculated /have calculated the distance between the earth and the moon.
4. evaluate it
5. to keep the costs of the country within the budget