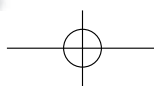


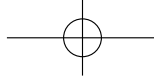


UNIT ONE

The Background to Business (1)

The focus of this unit is basic economic concepts of **economics, scarcity, resources, wants, needs, goods, services** and **interdependence of business**. In this unit, students are expected to learn the meaning of economics, the major purpose of business activity, and different aspects that are involved in it. Specifically, students will get to know basic economic concepts such as economics, scarcity, resources, wants, needs, goods, and people and services involved in business such as primary producer, workforce, banking, communication, distribution, and government.





Text A

Task 1 Understanding Text A in general — getting the main idea

This exercise is designed to check students' general comprehension of the text. It can be done either orally or in writing. Do not let students refer back to the text while doing this exercise.

Feedback:

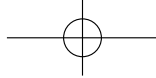
1. Robert can't decide what to do with his money.
2. It is the basic economic problem — the problem of scarcity: When you have so much of something, how do you best use it? To put it in a simple word: It's the problem of making choices.
3. Economics is the study of how people, businesses and nations choose to use their limited resources.
4. They are things that people must have in order to live, for example, food, clothing, and shelter.
5. People produce and buy goods and services in order to meet their needs and wants.
6. Goods are things that are produced for sale.
7. A service is an activity performed for others for money, such as teaching or selling.
8. Resources are those things that can be used to produce goods and services.

Task 2 Understanding Text A in general — true or false

Ask students to provide the correct information for those false statements.

Feedback:

1. F He is torn about what to do. That means he can not decide what to do with his money.
2. F He would still have to make choices, for he is faced with economic decisions every day. It is a fact of life.
3. F Nobody can avoid making choices; it is something we deal with every day.
4. T
5. F Radios, TVs, cars, computers and telephones are people's wants, not needs.
6. T



7. F People can live without wants such as TVs, cars and telephones, for they survived before those things were invented.
8. F Cars, computers and telephones are examples of goods.
9. F People produce goods and services in order to meet other people's needs and wants.
10. T

Task 3 Understanding Text A in general — looking for specific information

This exercise is to test students' abilities in understanding detailed information in the passage. Students can go back to the text at this stage.

Feedback:

Name	Definition (Meaning)	Examples
Needs	Needs are things that everyone must have to survive.	food, clothing, shelter
Wants	Wants are things people desire.	radios, TVs, cars, watches, computers, telephones, etc.
Goods	Goods are things that are produced for sale.	sunglasses, popcorn, watches, etc.
Services	Services are any work that a person does for others for money.	selling, teaching, etc.

Task 4 Understanding Text A in detail — word study

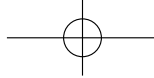
This is a vocabulary exercise. Students are supposed to learn all the words and expressions listed in this exercise.

luxury: very great comfort and pleasure, such as you get from expensive food, beautiful houses, cars, etc.

They live in luxury in a very big house.

What a luxury it is to be alone!

scarcity: a situation in which there is not enough of something or certain resources to satisfy people's needs and wants



The scarcity of fruit was caused by the drought.

The scarcity of food during the flood made people have one meal a day.

shelter: a place to live, considered as one of the basic needs of life; a building or an area with a roof over it that protects people from the weather or from danger

The poor mother and her children are in desperate need of food, clothing and shelter.

He stood in the shelter at the bus stop.

We took shelter from the storm in a barn.

a fact of life: used to say that a situation exists and must be accepted

The generation gap is a fact of life for parents and children.

Growing old is just a fact of life that everyone has to face.

survive: to continue to live or exist

Few survived after the flood.

The man was very ill, but he survived.

wipe out: to destroy, remove, or get rid of something completely

The serious disease wiped out half of the population in the community.

The brave soldiers have wiped out the whole enemy army.

meet one's needs: to satisfy one's needs

The girl's income can not meet her basic needs.

The new underground service will meet the local residents' need.

personal: private; one's own

Don't touch it. That's a personal letter.

He is my personal assistant.

in fact: really

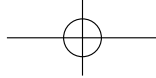
She doesn't like him much — in fact, I think she hates him!

I thought it was Tuesday, but in fact it was Monday.

tuck away: to store something, especially money, in a safe place

His money was tucked away in a wardrobe.

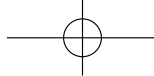
The mother tucked away both the steak and chicken in the cupboard.

**Feedback:***Exercise 1*

No.	Explanations	Words or expressions
1	very great comfort and pleasure, such as you get from expensive food, beautiful houses, cars, etc.	luxury
2	a situation in which there is no enough of something or certain resources to satisfy people's needs and wants	scarcity
3	a place to live	shelter
4	used to say that a situation exists and must be accepted	a fact of life
5	to continue to live or exist	survive
6	to destroy, remove, or get rid of something completely	wipe out
7	to satisfy one's needs	meet one's needs
8	private; one's own	personal
9	really	in fact
10	to store something, especially money, in a safe place	tuck away

Exercise 2

- | | |
|-------------------|--------------------|
| 1. tucked away | 2. In fact |
| 3. scarcity | 4. personal |
| 5. shelter | 6. wiped out |
| 7. a fact of life | 8. luxury |
| 9. survived | 10. meet his needs |



Task 5 Understanding Text A in detail — translating sentences

This exercise is used to develop students' translation skills both ways (from Chinese into English and from English into Chinese) by practicing using the useful words and expressions in the text.

chore: a job that you have to do regularly, especially work that you do to keep a house clean

Does her husband do his share of the household chores?

It's such a chore to do the shopping every day!

to be torn: can not decide which one to choose, and this makes a person feel rather anxious or troubled

The company is torn between firing some employees and closing.

The young man is torn between getting a new car and going on vacation.

deal with: to take the correct action for a piece of work, type of work, etc.

As the manager of the company, you should be able to deal with any kind of emergency.

The boy decided to deal with his homework after dinner.

take care of: to deal with; attend to

I will take care of the breakfast for all the students in this class.

Their children were well taken care of by their neighbors when they were away.

way: method

Can you suggest a good way for us to ask people to send us the money, and let us buy the gift when we get to the mainland?

Stress is a natural part of everyday life and there is no way to avoid it.

In this way, he has begun his own private telephone service.

shelter: a place to live, considered as one of the basic needs of life; a building or an area with a roof over it that protects people from the weather or from danger

The poor mother and her children are in desperate need of food, clothing and shelter.

He stood in the shelter at the bus stop.

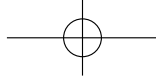
limit: the greatest amount, number, speed, etc. that is allowed

There is a limit to the amount of money I can afford.

The speed limit is the fastest speed you are allowed to drive a car at.

limit, restrict, confine (动词)

这三个动词的一般含义为“限制”或“局限”。

**limit**

指时、空、程度、量等方面的“限定”，其内涵是如果超出了这种限度就会受罚或产生令人不快的后果；此外，这个词也常用来表示“局限”。

That driver received a ticket because he failed to limit his speed while driving in heavy traffic. 那位司机收到了一张罚款单，因为他在车辆多的地方没有限制开车速度。

I limited myself to two modest ambitions: to do physical exercises every morning and to read more each evening. 我把自己的野心限制在两个小小的抱负上：每天早晨做体操和每天晚上多读一点书。

He seems to have only a limited intelligence. 似乎他的智力有限。

We must limit our expense to what we can afford. 我们必须不使开支超出我们的支付能力。

restrict

区别于 limit 的地方在于 restrict “限制”的是范围，而 limit 侧重于表示“限制”到某个点。

The trees restrict our view. 这些树限制了我们的视野。

confine

具有 limit 和 restrict 两者的含义，但 confine 的内涵是“约束”或“束缚”。

He is confined to the house by illness. 他因病闭门不出。

The professor confined his remarks to scientific management. 那位教授把自己的讲话局限在科学管理方面。

professional: connected with a job that needs special education and training

The new research team has asked for professional advice on the project.

He has started his professional life as an athlete.

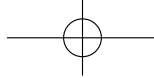
perform: to do a piece of work

Over 500 heart operations have been performed at this hospital.

The opening ceremony was performed in Beijing.

Feedback:*Exercise 1*

1. 罗伯特因为在家里做家务而得到了一美元。
2. 他左右为难，不知如何是好。



3. 不管你喜欢与否，你每天都得应对同样的经济问题。
4. 他可以用这一美元买东西吃。
5. 人们可能仍然有办法吃、喝和生存。
6. 衣、食、住是个人基本需求的例子。（注意英文里“衣、食、住”的顺序是 food, clothing and shelter）
7. 他花多少钱还是会有限制的。
8. 医生、律师、教师和职业运动员也都提供服务。

Exercise 2

1. I heard your younger brother was a professional baseball player.
2. When will the play be performed in our theater?
3. What does the girl, who is standing by your side, have in her hand?
4. His father is an able man. But on the other hand, he demands too much of other people.
5. I hope you won't spend all your savings on a new car.
6. His name was wiped out from my memory.
7. Don't worry. The secretary will take care of everything.
8. Even if I have to sell my house, I'll keep my business going.

Text B

Task 1 Understanding Text B in general — getting the main idea

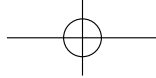
Feedback:

B

Task 2 Understanding Text B in general — true or false

Feedback:

1. T
2. F A person would find it difficult to exist on his own in modern society as he relies on others to specialize and produce the goods and services he requires.
3. T

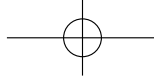


4. F Employees depend on their companies to provide employment and income.
5. F An advertising agency helps a company to bring its products to the notice of the consumers.
6. T
7. T
8. F Communications include not only the provision made by the postal and telecommunication services but also the work of advertising agency.
9. F Government does ask companies to pay tax, but it sometimes provides benefits for companies.

Task 3 Understanding Text B in general — looking for specific information

Feedback:

No.	Aspects of business	Function (作用)
1	some producers	supply raw material
2	tertiary sector	transport raw material to the manufacturer
3	skilled workforce	produce products
4	advertising agencies	bring the products to the notice of the consumers
5	(local) banks	get extra money to expand a factory and to buy machinery
6	insurance companies	insure the products against the risk of damage or accident
7	communications of all kinds	provide postal and telecommunication services
8	government	(1) ask companies to pay tax (2) ask employees to pay income tax (3) provide certain benefits for companies



Task 4 Understanding Text B in detail — word study

This is a vocabulary exercise. Students are supposed to learn all the words and expressions listed in this exercise.

depend on: to rely on

The lives of human beings and all animals depend on oxygen.

He is the person you can depend on.

purchase: to buy

I will sell the house I purchased two years ago.

The oil company is going to purchase 20% of its own shares.

business: company

Immediately after graduation, Tom set up a small travel business.

The company directors are the people who actually run the business.

want: to desire

Smaller babies may want less milk than you have expected.

Money will not bring everything you want.

producer: manufacturer

Australia is a producer of high-quality wool.

General Motors is one of the world's largest car producers.

supply: to provide

We are supplying much of the steel for the new factory.

Most towns and villages are supplied with electricity.

inadequate: insufficient

Your evidence seems inadequate and confusing.

We ate an inadequate and hurried lunch.

in bulk: in large quantity

They often buy food in bulk to save money.

There is no need for you to buy those stuff in bulk. We can go shopping every weekend.

be reliant on: to be dependent on

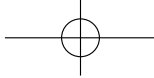
You should not be reliant on your parents all the time.

They are reliant on the military power only.

be capable of: to be able to

The poison is capable of causing death within ten minutes.

A calculator is capable of performing any mathematical function.

**Feedback:***Exercise 1*

- | | |
|----------------------|-------------------|
| 1. depend on | 2. purchase |
| 3. business | 4. want |
| 5. producer | 6. supply |
| 7. inadequate | 8. in bulk |
| 9. is ... reliant on | 10. be capable of |

Exercise 2

- | | | |
|---------------------|----------------------|-----------------------------|
| 1. (1) manufacturer | (2) are manufactured | |
| 2. (1) depended | (2) dependent | |
| 3. (1) transports | (2) transportation | |
| 4. (1) purchaser | (2) purchases | (3) purchasing |
| 5. (1) communicated | (2) communication | (3) communications |
| 6. (1) machines | (2) machinery | |
| 7. (1) producer | (2) production | (3) products (4) to produce |
| 8. (1) employees | (2) employment | (3) is employed |

Self-assessment**I. Spelling check. Fill in the missing letters in the following words.****(1 point)**

- | | | | | |
|-------------------------|----------------------|----------------------|----------------------|---------------------|
| 1. econ <u>o</u> mics | 2. lux <u>u</u> ry | 3. scarc <u>i</u> ty | 4. surv <u>i</u> ve | 5. shel <u>t</u> er |
| 6. prof <u>e</u> sional | 7. pers <u>o</u> nal | 8. perf <u>o</u> rm | 9. sung <u>l</u> ass | 10. athlet <u>e</u> |

II. Give three examples you can think of for the following concepts.**(2 points)**

- anything that belongs to “food, clothing, housing”
- things people want other than their basic personal needs, such as computers, air conditioners, cars, etc.
- things people produce for sale, such as pens, books, chairs, etc.

4. what people do for others for money such as teaching, selling, professional singers' singing, etc.

III. Write down the functions of the following aspects of business. (2 points)

1. to supply raw material
2. to offer transport services by road and sea
3. to produce products
4. to bring the product to the notice of the consumer

IV. Reading comprehension

Exercise 1 (1 point)

A

Exercise 2 (2 points)

1. The aim of businesses is producing goods and services with a purpose of making a profit.
2. People can't buy whatever they like because their money (income) is limited.
3. Businesses have to choose to use their resources because the resources are limited. In other words, the resources are scarce.
4. Governments get money from taxpayers.

Exercise 3 (2 points)

同样，企业也要选择如何使用它们有限的资源。它们是利用有限的资金扩大工厂还是购买新机器呢？它们是把钱花在开发新产品上呢，还是花更多的钱为现有的产品做广告呢？一个企业必须不断作出这些以及更多的决定。

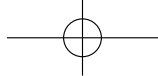
Chinese Version of the Texts

Text A

什么是经济学？

6岁的罗伯特手里有一美元。这一美元是因为他在家里做家务而得到的，他愿意怎样花就可以怎样花。

罗伯特想买一个新玩具，可他又想用这一美元买糖果。而把钱放在口袋里他



也很高兴，所以他又想把钱存起来。他左右为难不知如何是好。

这个小孩面对的是一个经济学的基本问题。不管你知道与否，它与你每天接触的经济学问题一样。政府、企业……事实上，每个机构和个人都面临着这个问题。这就是资源有限的问题：当你仅仅有数量有限的某一实物时，你如何充分利用它呢？

小小年纪的罗伯特有很多种方法花他的一美元。他可以把这一美元用来充饥，他可以满足他玩乐的欲望或“富有”的欲望。他不得不作出选择。即使他是个百万富翁，他仍然要作出选择。他能消费的东西仍然是有限的。世界上没有一个人奢侈到不用作出选择。经济学上的决定是生活当中必然的事情。

经济学是研究人、企业和国家如何作出选择的学科。它是我们如何处理资源有限问题或我们如何使用有限资源的学科。资源是能够用来生产商品和提供服务的东西。

需求物品、生活必需品、商品和服务

生活必需品是每个人生存必须有的东西。例如，食物、衣服和住所就是一个人的基本生活必需品。

需求物品是人们想要的东西。收音机、电视机、汽车、电脑和电话看起来像是基本生活必需品。但在这些东西发明之前，人们照样生存很久。如果一场大灾难摧毁了地球上所有的电器设备，你认为世界会怎样？人们可能仍然能找到吃、喝和生活的办法。

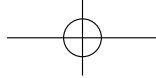
人们和年纪轻轻的罗伯特一样一直在寻找满足自己生活必需品和需求的方法。为此，人们生产和购买商品和服务。商品是你能够看得见、摸得着、以及能够买卖的东西。太阳镜、爆米花和光盘便是商品。服务是一个人为赢利而为他人所做的工作。你看电影时卖给你爆米花的人在为你提供服务。医生、律师、教师以及职业运动员也在提供服务。

Text B

社会上所有参与生产的成员与没有直接涉及生产某个领域的人们一样，也是消费者。作为个体，人们会发现很难只依靠自己的力量在当今的社会中生存，因为人们依靠其他人去提供自己需求的商品和服务。换句话说，人们是互相依存的。企业也是这样。以一个巧克力生产商为例，它依靠初级生产商为其提供原材料，即可可豆。下一步便是运输可可豆，因此巧克力生产商也必须依靠三级生产部门提供陆路和海路运输服务。

企业还需要能够生产巧克力产品的技术熟练的劳动力。作为交换，雇员们依靠生产厂商提供工作和相应的收入。有了这些收入，巧克力生产商的雇员们便成为其他企业商品和服务的消费者。

巧克力一经生产出来，生产商就必须想办法把巧克力卖出去。这就需要广告



代理公司的服务，将产品向消费者做宣传，使消费者对该产品有所了解。批发商可以在生产商那里大批量购买产品。零售商为消费者购买产品。当然，生产商也依靠消费者。如果需求量不大，那么企业将无法生存。

其他服务业对于巧克力生产商来说也是非常重要的。扩大工厂、购买新机器或新卡车都需要额外的资金。鉴于此，地方银行的服务可能是需要的。此外，银行还会帮助生产商进出口产品。企业需要对产品保险，因为产品在运输时有可能损坏或发生事故。生产厂商还要依靠各种各样的通讯方式——不仅包括广告代理商的工作，还有邮政和电讯业的支持。

最后，生产企业与政府也是相互依存的。政府要求生产企业根据产品和服务的利润缴纳企业税，在生产企业工作的雇员则要交纳个人所得税。作为交换，政府也为企业谋利。