



# 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 Communication Skills</b> 文字交流技能.....	<b>23</b>
<b>Chapter 4</b> An Overview of Business Writing.....	25
<b>Chapter 5</b> Creating Business Letters in English.....	38
<b>Chapter 6</b> Writing Memos in English.....	57
<b>Module 3 Routine Work</b> 秘书常规工作.....	<b>67</b>
<b>Chapter 7</b> Telephone Etiquette.....	69
<b>Chapter 8</b> Meeting Organization.....	81
<b>Chapter 9</b> Presentation Development.....	90
<b>Chapter 10</b> Travel and Accommodation Arrangements.....	97
<b>Chapter 11</b> Business Entertaining.....	108
<b>Module 4 Senior Duties</b> 高级秘书职责.....	<b>117</b>
<b>Chapter 12</b> Balance Sheet Composition.....	119
<b>Chapter 13</b> Payroll Sheet Composition.....	127
<b>Chapter 14</b> Petty Cash Management.....	135
<b>Chapter 15</b> Foundations of Human Resource Management.....	142
<b>Chapter 16</b> Business Contract Establishment.....	150
<b>Module 5 Knowledge Base Expanding</b> 基础知识扩展.....	<b>159</b>
<b>Chapter 17</b> Public Relations.....	161
<b>Chapter 18</b> Marketing Research and Advertising Campaign.....	169
<b>Chapter 19</b> Writing Resumes in English.....	179
<b>Chapter 20</b> Writing Job Search Cover Letters in English.....	188
<b>Appendix I</b> Basics of Effective Typing 高效打字基础.....	197
<b>Appendix II</b> An Introduction to English Punctuation 英文标点符号用法简介.....	203
<b>Appendix III</b> A Contract Template for International Trade 国际贸易合同模板.....	213
<b>References</b> .....	219