



# Module 1

## **Business Reception**



# PROJECT 1

## RECEPTION AT THE AIRPORT



### Project Description

You are the sales manager in H Company (a ham company). Your new customers, Jane Bronte and her colleague from the U.K., are going to visit your company recently. You and your assistant will pick them up at the airport. Before the reception, you need to check their travel details beforehand and write a confirmation e-mail. You will make introductions and exchange business cards with each other. You will make small talk to enhance the relationship.



## Learning Plans



### Outcomes

- Task 1: A confirmation e-mail
- Task 2: Business card
- Task 3: Video about small talk

### Targets

#### 1. Knowledge

- flight details
- self-introduction and introduction to other people
- Chinese greeting etiquette
- small talk

#### 2. Business Skills

- tips for making a business call
- tips for writing a confirmation e-mail
- etiquette of introduction
- proper topics for small talk

#### 3. Professionalism

- cooperation
- courtesy
- correctness

## Assessment Criteria

### 1. Video (5 points)

- language (2 points)
- business skills (2 points)
- professionalism (1 point)

Score	Description of Performance
0	Having serious problems in pronunciation, stress, intonation, liaison, body language and so on; not fluent; lacking communication skills; not professional; not polite
1-2	Having slight problems in pronunciation, stress, intonation, liaison, body language and so on; almost fluent; lacking communication skills; not professional; not polite
3-4	Having slight problems in pronunciation, stress, intonation, liaison, body language and so on; very fluent; being able to communicate effectively; not professional; not polite
5	Perfect in pronunciation, stress, intonation, liaison, body language and so on; very fluent; being able to communicate effectively; very professional; very polite

4

### 2. Business card / e-mail (5 points)

- language (2 points)
- layout (2 points)
- professionalism and creativity (1 point)

Score	Description of Performance
0	Straying from the point
1	Oversimplified structure and content; illegible writing
2	Roughly-made, but proving to be useful to some extent; many (serious) spelling or / and grammatical mistakes
3	A qualified card or e-mail with relatively detailed information; a few spelling or / and grammatical mistakes
4	A good and innovative card or e-mail with very detailed information; slight spelling or / and grammatical mistakes
5	A decent and innovative card or e-mail with very detailed information; without spelling or / and grammatical mistakes





TASK  
1

## Confirmation of Flight Details

### Task Posting

You are going to pick up Jane and her colleague at Yiwu airport. Before the reception, you need to write a confirmation e-mail to check their information.

### Buzz Groups

Discuss with your partners and write down the main ideas. Then exchange ideas with other groups.

1. How do you habitually make a phone call in your daily life? What difference does it have when you make a business call?
2. What airport affairs do you know?

### Language Practice

#### Speaking

Please read these flight information and learn about flight details.

- a) Flight BA 641
- b) Flight AA 6852
- c) You fly from ATH to LHR.
- d) You are in row 25, seat C.
- e) The plane arrives at 20:15.
- f) The plane leaves from Gate 6.
- g) The 18:20 flight to London is now boarding.

#### Listening

A. Listen to 5 airport announcements and fill in the blanks.



Announcements	Airlines	Flights	Destinations	Gates
1	American Airlines	AC 527		—
2	—		Los Angeles	—
3	—		Vancouver	
4		DA 155		
5	—			Gate 20

**B.** Listen to the conversation about the airport reception between a customer and an assistant and then answer the following questions.

Q1: What are the customer's flight number and arrival time?

\_\_\_\_\_

Q2: Why does the customer go to the hotel directly?

\_\_\_\_\_



### Vocabulary

**A.** Complete the sentences below with the phrases from the box.

information desk	check in counter	boarding pass
shuttle bus	free duty shop	security check

- a) Please have your \_\_\_\_\_ and identification ready.  
 b) Is there a \_\_\_\_\_ to the Terminal 7?  
 c) If you have any questions, you can go to the \_\_\_\_\_.  
 d) In order to get those seats, we need to arrive at the airport early and book them at the \_\_\_\_\_.  
 e) The flight delay was occasioned by the need for a further \_\_\_\_\_.  
 f) The \_\_\_\_\_ is located in the departure lounge (候机室).

**B.** Read the following phrases about airport affairs.

buy a ticket	book a hotel	confirm the flight
queue at check-in	go through security	do some shopping
in-flight movie	collect the luggage	lost and found
declare the duty	claim the luggage	go through customs

### Business Skills

Learn skills and make preparations for the reception.

#### How do You Make a Business Call?

##### Prepare for a Call

Identify the reason you are calling. Knowing the purpose of your business phone call will prevent you from being nervous. Think for a minute about the goal you want to achieve with this call, such as making an appointment or checking the flight detail.

Write down the key points you need to cover. You can

#### Word List

1. **outbound** *adj.* 出港的
2. **professional** *adj.* 专业的
3. **strive** *v.* 努力; 奋斗
4. **monologue** *n.* 独白
5. **attentively** *adv.* 专心地; 留心地
6. **verbal** *adj.* 口头 (而非书面) 的
7. **interaction** *n.* 互动
8. **inviting** *adj.* 诱人的
9. **minimise** *v.* 最小化
10. **speakerphone** *n.* 扬声器电话



prepare some notes about things you want to discuss as well as any questions you need to ask. For example, when you confirm the customer's flight information, you can list flight name, arrival time, number of personnel and so on.

#### **Introduce Yourself**

When making outbound calls, you would say "Hello" and introduce yourself to the person on the other end of the line. To follow professional phone etiquette, it's polite for you to start with your first name as well as your last name, title or company's name if required. For example, "Hello. My name is Brian Black, a marketing manager, and I'm calling from AC Company."

#### **State the Main Reason**

After the professional phone greeting, you can state the purpose of your call politely and directly. For instance, "I'm calling from AD Company. I'd like to speak with you about your flight information." Explaining the reason for your call provides focus and direction to the conversation.

#### **Listen Actively Without Interrupting**

You may strive to achieve the main purpose of your business call, but make sure that you carry on a two-way conversation rather than a monologue. Give the person you are talking to time



to respond and ask any questions they may have. Listen attentively and use verbal nods like “Sounds interesting!” “Yes, I understand.” “That’s right.” “I see.” An effective talk needs interaction.

### **Pay Attention to Your Business Phone Etiquette**

To speak on the phone in a professional business manner, you may pay particular attention to your tone of voice. Speak in a normal tone or a bit higher to make it natural, positive and inviting. Try to pronounce words clearly and minimise your accent.

If you need to put the person on hold, ask him/her for permission to do that and explain the reason. To follow phone etiquette at work, you never leave someone on hold for more than 30 seconds and always check back in 15 seconds. When you finally get back to the call, you need to thank the other person for waiting. If it is going to be a long hold, make it clear to them that you don’t want to waste their time on hold and promise to call them back. If you have to put someone on speakerphone, let them know you are about to do so and mention who else is near you.

### **Give Thanks**

Politeness will never be old-fashioned. End your call by thanking the person for their time. You can say “Thank you so much for talking with me. Have a good day.”

With more confidence and a little practice, you will have no problem leading a business conversation — whether you are talking to a customer, business partner, or colleague.



## Directions

Learn from the sample and summarise how to write a confirmation e-mail.

**A** Sample of a confirmation e-mail

To   
From   
Subject

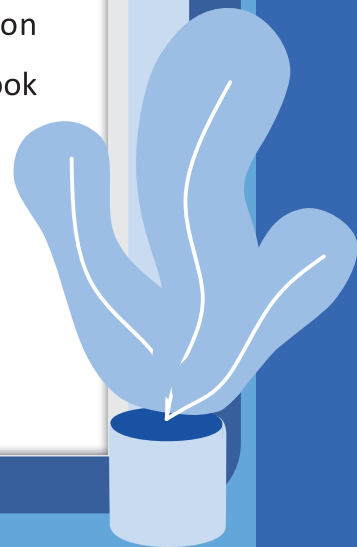
Hello, Sally!

I'm contacting you to confirm the information about your flight detail we have received.

As we mentioned on the phone before, you would leave JFK at 11:00 am on March 4, 2023 and arrive at ORD at 1:25 pm on March 5, 2023 by TJK743. And the total duration is 1 day 2 hours 25 minutes. And we'll pick you up at the airport of ORD.

Please confirm the information as soon as possible and get in touch with me. We look forward to seeing you on March 5.

Sincerely,  
Emily





## **B** Tips for writing a confirmation e-mail

- a) Confirm the details of how your customer will travel, where, and how long your customer will be accommodated, and who will meet him or her at the airport.
- b) Give any other special instructions that will be necessary or useful for your customer to know.
- c) End with a positive note and offer further assistance.





## TASK 2 Introduction to People

### Task Posting

You meet Jane and her colleague at the airport and introduce each other. Then you exchange business cards for a convenient connection. Design your business card with your imagination and style.

### Buzz Groups

Discuss with your partners and write down the main ideas. Then exchange ideas with other groups.

1. Can you say something about your favourite businessman or businesswoman? Introduce him or her to your partners.
2. What would you say when introducing yourself for the first time?

12

### Language Practice

#### Listening

**A.** Listen to the introductions and judge the sentences true (T) or false (F).

- a) Peter Miller is not a medical doctor. ( )
- b) Sunlight is the name of Alessandro's company. ( )
- c) Ross is the manager of the company. ( )
- d) Many people think Megumi's real name is difficult to say. ( )
- e) Andres is not a permanent member of the team. ( )



**B.** Listen to the introductions again and match the sentences with the people who said them.

- |                     |                    |
|---------------------|--------------------|
| 1) Megumi Tanaka    | 2) Alessandro Ross |
| 3) Dr. Peter Miller | 4) Andres Mulligan |

- a) \_\_\_\_\_ I majored in electronic engineering.
- b) \_\_\_\_\_ I'm the project leader.
- c) \_\_\_\_\_ I use another name when I'm working internationally.



d) \_\_\_\_\_ I'm happy to be joining this team for the next few months.

### Speaking

**A.** Here are some expressions about introductions. You can practice with your partners.

- Good morning. My name is Allen, the sales manager of AC Company.
- Excuse me. You must be Mr. Brown from New York. I'm the general manager of Huatai Company. I'm Qin Jin. My phone number is 843-4354.
- Excuse me, I don't think we've met. I'm Jane Smith.
- Nice to meet you, Mr. Anderson. It's very kind of you to come and meet us at the airport. This is my colleague, Miss White.
- Mr. Black, may I introduce my colleague Xin Ying? Miss Xin is our marketing manager.
- Allow me to introduce our CEO, Mr. Jack Gibson.

13

**B.** Work in pairs. Choose one business card and introduce the information to your partners. Above expressions are free to use.



## Reading

Read the passage and learn Chinese etiquette.

### Chinese Etiquette in the First Meeting

Greeting is often used in social occasions. People often wave hands, bow to greet, shake hands and use other forms to show friendliness. Here are three manners in the first meeting.

#### Shaking Hands

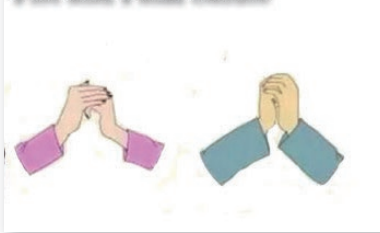
It is an important way to communicate ideas, exchange feelings and enhance friendship. When shaking hands with others, you need to look at other people and smile to greet them. It's impolite to wear a hat and gloves to shake hands with people. Under normal circumstances, the time to shake hands should not be more than 3 seconds. You must stand to show respect for others.

You also need to pay attention to a certain order. If you are going to shake hands with many people, the order of politeness is: the elder before the junior, the host before the guest, the superior before the subordinate, ladies before men.

#### Fist and Palm Salute

Fist and palm salute is one of the typical Chinese etiquette with a history of more than 3,000 years. Since the West Zhou Dynasty (BC 1046 — BC 771), people have already used this etiquette when meeting peers. In modern China, fist and palm salute has been one of the common etiquette frequently used on traditional occasions. The gesture of fist and palm salute: Firstly, stand at attention. If you are male, right-hand half-fist, and then left hand holds the right hand in front of your chest. Then you'll watch each other in the eyes, raise both hands to brow, bent down and shake hands towards each other gently for three times. Meanwhile, you could say some lucky greeting words to each other according to the different occasions. If you are female, the honourable side is the right, and you should do the fist and palm salute the other way which should be right hand on the top.

Fist and Palm Salute



#### Word List

1. friendliness *n.* 友善
2. enhance *v.* 提高; 增强
3. circumstance *n.* 条件; 环境
4. superior *n.* 级别更高的人; 上级
5. subordinate *n.* 下级
6. salute *n.* 敬礼
7. brow *n.* 额头
8. honourable *adj.* 体面的
9. courtesy *n.* 礼貌; 谦恭
10. ceremony *n.* 典礼; 仪式

#### Bow

Bow, which means bending down to salute, is a form of



courtesy to respect others. Before bowing, you have to look at the other person with eyes to show respect. When you bow, please take off the cap. Chinese prefer to bow at the waist for formal ceremonies and special events.

### Business Skills

Learn skills and make preparations for the introduction.

When it comes to meeting customers, knowing the proper customs will help you make the best first impression. Here are some tips.

1. The members in one group are introduced to others in descending order, which depends on their professional position. Gender does not affect the order of introductions.
2. If possible, stand up when introductions are being made. Please remain standing until introductions have been completed.
3. If customers are present, they should be introduced first.
4. The name and title of the person being introduced is followed by the name and title of the other person. It is also helpful to include a small piece of information about each person to start the conversation.
5. If you are being introduced to someone, shake hands and say "Hello!" (informal) or "Pleased to meet you." "How do you do?" (formal), followed by the person's name.
6. Immediately upon introduction, you have to present your business card. Use two hands to present the business card. Your name should be facing the person you are greeting. When you receive other business cards, treat them with respect. Take a moment to read them and carefully put them somewhere safe.
7. Address people by their first names only if they indicate that they want you to.

It is also worth remembering that many aspects of etiquette are not universal — cultural norms vary from country to country. What passes for good manners in one country may be frowned on in another. A firm handshake may be appreciated in the U.S., the U.K. and Australia, but a French businessperson is more likely to offer a single, light handshake. In Japan, it is more usual to bow. Preparation is important in order to avoid culture clash. Doing some background research to get acquainted with local business etiquette and social customs can spare the blushes of both visitors and hosts.

#### Word List

1. descending *adj.* 递减的
2. universal *adj.* 普遍的; 全体的
3. vary *v.* 变化, 变更
4. appreciate *v.* 欣赏; 赏识
5. blush *n.* 面部泛起的红晕
6. frown on 不赞成; 不同意; 不许可
7. culture clash 文化冲突
8. get acquainted with 认识一下

# Case Study

## Directions

Learn from the sample and summarise how to design a business card.

### A Sample of a business card

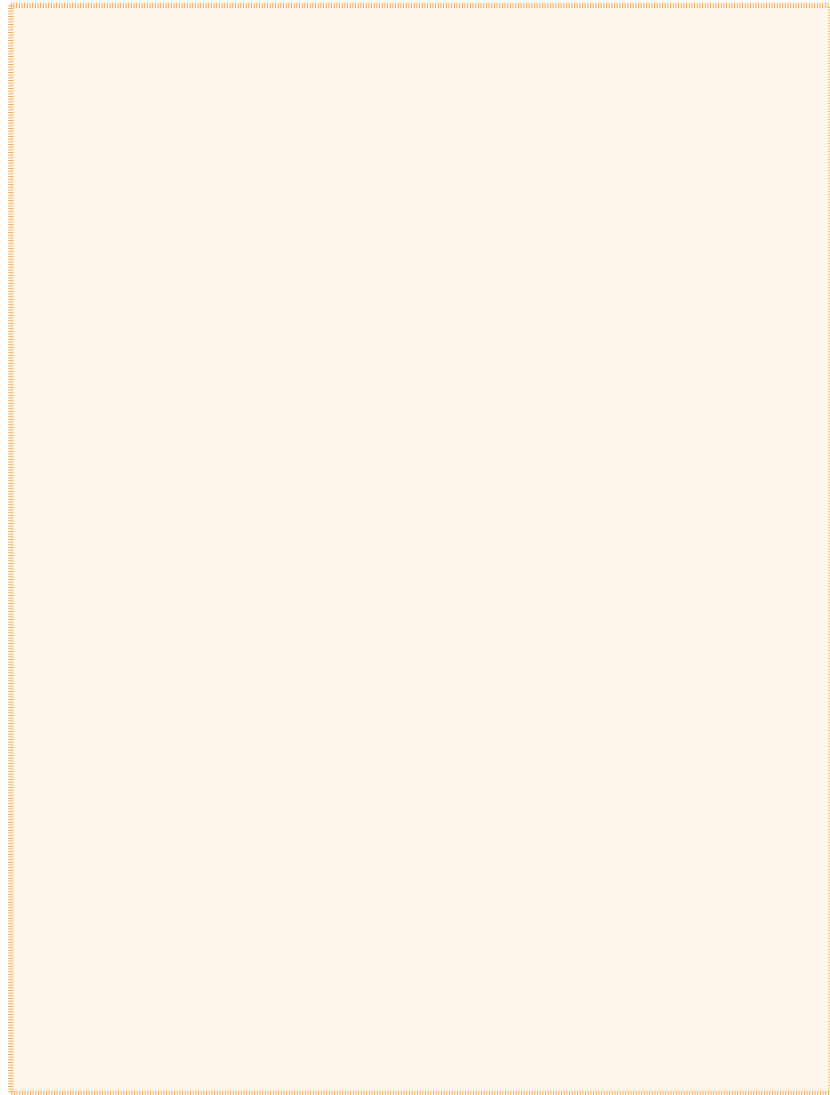


### B 9 golden rules for designing a business card

- a) Reflect your brand's personality.
- b) Decide on the right typeface.
- c) Settle on a size and shape.
- d) Organise your information.
- e) Do double duty.
- f) Maximise your logo.
- g) Leave some white space.
- h) Add something special.
- i) Include a call to action.

### Task Outputting

You have already got the basic information about the introduction and tips for how to design business cards. You are beginning to design your business card. Use imagination and then evaluate it.



### Performance Assessment

According to the assessment criteria on P4, make the scores.

	Self Evaluation	Partner 1's Evaluation	Partner 2's Evaluation	Partner 3's Evaluation	Partner 4's Evaluation
Score					



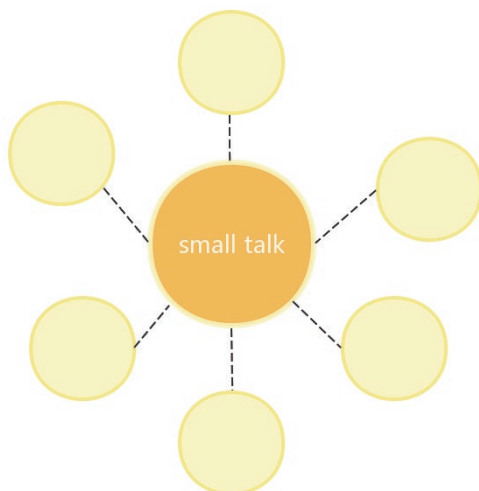
**TASK**  
**3** **Small Talk**

**Task Posting**

After you make introductions with Jane and her colleague at the airport, you make small talk with them. What would you say to make effective communication? Please video the whole process.

**Buzz Groups**

Discuss with your partners and draw a mind map about subjects which are suitable for the first meeting. Then exchange ideas with other groups.



**Language Practice**

**Listening**

Listen to the passage and judge the following statements true (T) or false (F).

- a) Open-ended questions can create an interesting, dynamic conversation. ( )
- b) It's much easier to ask relevant questions if you're listening with one ear. ( )
- c) If you're playing with your phone, you aren't interested in what others said. ( )
- d) Small talk might help you know more about familiar people. ( )



### Speaking

**A.** Talk about your leisure activities. You may choose the words from each box and combine them together.

like  
love  
hate  
enjoy  
prefer to  
be keen on  
be fond of

running  
hiking  
biking  
swimming  
watching TV  
playing tennis  
playing football  
playing basketball  
playing ping-pong  
going to the cinema  
going to the gym  
going to the restaurant

at the weekend  
in summer  
in the morning  
after work  
on Friday night  
from time to time  
every day  
once a month  
twice a week

**B.** Work in pairs. Answer the questions and try to make a conversation.

- What do you do in your leisure time?
- How often do you travel?
- How often do you play sports?
- What do you like best about your job?
- Do you meet your friends after work?

#### Conversation Example

A: What about your work and life?

B: I work in flexible hours, which is so great. I usually work for 30 hours a week. I often finish my work at 6 o'clock. We sometimes go for a meal. I love to play tennis at the weekend.

### Reading

Read the passage and complete the exercise.

#### Armani — A Great Designer

Giorgio Armani is an Italian fashion designer, one of the giants in the fashion industry. He became a designer while this was not his first career option. His first choice was to become a doctor.

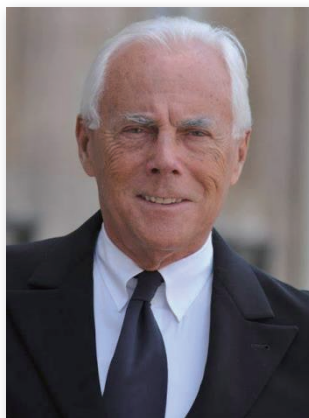
At an early age, Armani developed an interest in anatomy, making “dolls out of mud with a coffee bean hidden inside”.

#### Word List

- anatomy *n.* 解剖学
- fascination *n.* 入迷; 着迷
- enroll *v.* 注册; 登记
- departmental *adj.* 部门的; 分部的
- menswear *n.* 男服 (尤用于商店中)
- atelier *n.* 工作室
- housewares *n.* 家用器皿; 厨房用具



His fascination with human body led to two years of medical school. He enrolled in the Department of Medicine at the University of Milan. Taking a break, Armani had to complete his required military service. Then he soon got his first taste of fashion.



Armani found his job as the window dresser in the departmental store through a friend. He has learned all about fashion design and marketing. He contributed his designs to several fashion houses. After that, he moved to the atelier of Nino Cerruti where he designed menswear for the first time.

Armani went on to form his own company — Armani — in the year 1975 with a friend, which is one of the most famous companies in the Europe and the United States for its style. By the time of 2001, he became the most successful fashion designer that Italy has produced ever. The Armani brand now includes makeup, housewares, books and hotels.

#### Exercise

Answer the following questions.

- Was the fashion design Armani's first career option?
- Can you tell me more about Armani?

#### Business Skills

Learn skills and make preparations for small talk.

#### A Guide to Small Talk

People with many different relationships use small talk. The most common people using small talk are those who do not know each other at all.

There are certain safe topics that people usually make small talk.

#### Weather

Usually it is the first choice for people who do not know each other. You might talk about this topic if you meet a new person



from another state. For example, you could ask him / her what the weather is like in his / her home state compared to the one you're in now. You could also ask him / her if he / she prefers a certain type of climate.

### Current Events

If you recently read interesting news, you could use it as a conversation starter, as long as you are not discussing a controversial issue. For example, you could share that a community outreach organisation is hosting an exciting event soon.

### Sports

If you learn that someone lives in an area with an active sports scene, you can use it as a conversation topic. For example, you could ask if they're a fan of their local football or hockey team. If a team is in the off-season, you can ask customers how they expect the team to perform once the next season starts.

### Cooking

If you talk to someone about your favourite food, you could ask if they enjoy cooking. For example, you might ask what recipe they enjoy cooking the most and why. You could also ask if they have any tips for making the recipe or if they have any advice to improve your cooking techniques.

### Travel

If you've recently travelled or taken a vacation, you could use it as a conversation starter. For example, you could ask your customers if they've visited the same place. If they plan on visiting soon, you could give recommendations on activities and places they might enjoy.

### Social Media

You might be able to engage in small talk if you learn that someone uses the same social media platform as you. For example, you could ask if they follow some of your favourite influencers and content creators. You could also share your opinions about the platform's interface updates and recent trends.

#### Word List

1. relationship *n.* 关系
2. controversial *adj.* 引起争论的; 有争议的
3. outreach *n.* 外展服务
4. hockey *n.* 曲棍球
5. recipe *n.* 烹饪法; 食谱
6. recommendation *n.* 推荐
7. influencer *n.* 影响者
8. interface *n.* 界面

# Case Study

## Directions

Based on the following reference sentences for 5 topics and the sample of small talk, you'll make the conversation with your partner.

### A Sample of small talk



### B Reference sentences for 5 topics

Talking about the weather	<p>Beautiful day, isn't it?</p> <p>Can you believe all of this rain we've been having?</p> <p>It looks like it's going to snow.</p> <p>I hear they're calling for thunderstorms all weekend.</p> <p>We couldn't ask for a nice day, could we?</p> <p>How about this weather?</p> <p>Did you order this sunshine?</p>
Talking about current events	<p>Did you catch the news today?</p> <p>What do you think about this sports news?</p> <p>I heard today that they were finally going to start building the new bridge.</p> <p>How about those Reds? Do you think they're going to win tonight?</p>
At the office	<p>Looking forward to the weekend?</p> <p>Have you worked here long?</p> <p>I can't believe how busy / quiet we are today, can you?</p> <p>Has it been a long week?</p> <p>You look like you could use a cup of coffee.</p> <p>What do you think of the new computers?</p>
At a social event	<p>Have you tried the cabbage rolls that Sandy made?</p> <p>Are you enjoying yourself?</p> <p>It looks like you could use another drink.</p> <p>Pretty nice place, huh?</p> <p>I love your dress. Can I ask where you got it?</p>
Out for a walk	<p>How old is your baby?</p> <p>What's your puppy's name?</p> <p>The tulips are beautiful at this time of the year, aren't they?</p> <p>How do you like the new park?</p>

**Task Outputting**

You have already got the basic information about the small talk and the sample. You are beginning to make small talk with Jane (your partner acts) and video the whole process and then evaluate it.

**Performance Assessment**

According to the assessment criteria on P4, make the scores.

	Self Evaluation	Partner 1's Evaluation	Partner 2's Evaluation	Partner 3's Evaluation	Partner 4's Evaluation
Score					

