

国际商务管理基础

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南开大学出版社

## BUSINESS

### 国际商务英文读本

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——国际商务管理基础

**Fundamentals of International Business** 

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#### 前言

本书是商务管理基础类英文教科书,共分为四大部分:第一部分为国际商务简介,包括国际贸易及国际投资的理论和实践、与之相关的国际收支账户和国际货币体系以及国家间的经济合作;第二部分为影响国际商务活动的环境及其应对策略,包括政治环境、文化环境以及竞争和技术环境;第三部分为从事国际商务活动前的准备工作和开发国际市场策略,包括国际商务伦理道德、跨国公司简介、国际市场调研方法以及进入国际市场方式;第四部分为国际商务管理,包括营销管理、财务管理、物流管理以及人力资源管理。

为了帮助学生更好地掌握本书内容,我们在课文后附有生词和短语表、专业术语词汇表以及中文注释。本书练习与课文内容完全配套,由浅入深。从连线排序课文中出现的主要词汇,到专业术语词组的中文翻译、专业术语词组的英文解释及中文翻译,到短小段落的完型填空,最终到较长段落的英译汉练习,这些都可以帮助学生掌握并巩固所学的知识,加深对课文内容的理解。

本书的特点是用英文讲解国际商务的基本理念和管理知识,目的 是为了让学生在学习国际商务知识的同时学到该领域的英文词汇、短 语以及正确的表达方式,以达到事半功倍的效果。本书既适用于高等 学校本科英语专业的学生学习国际商务知识,也适用于商务管理和经 济贸易专业的学生学习商务英语。

由于编写比较仓促,加之作者水平有限,书中可能会出现一些不妥的地方,甚至错误,我们诚挚地希望读者给予批评和指正。

作 者 2010年2月于南开大学

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# **Part One**Introduction to International Business



#### Unit 1

#### Studying International Business—an Introduction

#### 1. What Is International Business?

International business consists of business activities that are conducted across national boundaries. Such activities generally involve the transfer of resources, goods or services from nation to nation. Sometimes business across the borders of different customs areas of the same country is also considered as international business, such as import and export between Hong Kong and Taiwan.

We call the transfer of resources international investment, and the transfer of goods or services international trade.

International trade, for example, involves movements of products, commodities, or services from sellers located in one nation to buyers located in another nation, while international investment involves the transfer of resources, such as capital or technological know-how.

#### 2. International Business Activities

#### (1) International trade

Historically, international business activity first took the form of international trade, which mainly covers exporting and importing.

Exporting is the selling of products made in one's own country for use or resale in other countries.

Importing is the buying of products made in other countries for use or resale in one's own country.

Trade in goods, that is, tangible products, such as clothing, foodstuffs and machinery, is called merchandise export and import in the U.S. and visible trade in Great Britain.

Trade in services, that is, intangible products, such as travel, banking, consultancy, education, transportation, and insurance, is called service export and import in the U.S. and invisible trade in Great Britain.

#### (2) International investment

The second major form of international business activity is international investment, which is divided into the following categories, foreign direct investments (FDI), joint ventures, and portfolio investments.

Foreign direct investments (FDI): They are investments made for the purpose of actively controlling property, assets, or companies located in host countries (The country in which the parent company's headquarters is located is called the home country, any other country in which it operates is known as a host country). An example of FDI is Motorola (China) Electronics Co. Ltd. in TEDA (Tianjin Economic-Technological Development Area), Tianjin.

Joint ventures: Joint ventures are created when two or more firms agree to work together and create a jointly owned separate firm to promote their mutual interests. Many joint ventures are owned equally by the founding firms, although unequal ownership is also common. A typical example of this kind is a Chinese-American jointly owned pharmaceutical company in Tianjin—Tianjin Smith Kline & French Laboratories Ltd.

The joint venture agreement sometimes may provide for changes in ownership shares. For example, initial ownership of the joint venture Beijing Jeep was divided equally between its owners, American Motors Corporation and the city owned Beijing Automotive Works. However, the joint venture agreement allows American Motors to increase its ownership stake in Beijing Jeep to 70 percent by using its share of the profits to purchase additional shares.

**Portfolio investments:** They are purchases of foreign financial assets (stocks, bonds, and certificates of deposit) for a purpose other than control and in anticipation of returns. Companies, individuals, private groups, or public bodies can all invest in foreign locations through such purchases.

#### (3) Other forms of international business activities

Besides the activities discussed above, international business activity can take several other forms, and the most important of them are licensing, franchising, management contracts, contract manufacturing, and turnkey project.

Licensing: A firm in one country licenses the use of some or all of its intellectual property (patents, trademarks, brand names, copyrights, or trade secrets) to a firm in a second country in return for a royalty payment. For example, the Walt Disney Company may permit a Shanghai clothing manufacturer to make children's pajamas embroidered with Mickey Mouse's smiling face in return for a percentage of the company's sales.

Franchising: A firm in one country (the franchiser) authorizes a firm in a second country (the franchisee) to use its brand names, logos, and operating methods in return for a royalty payment. For example, McDonald's Corporation franchises its fast-food restaurants worldwide. Franchising can be viewed as a special form of licensing. In comparison with the relation between the licensor and licensee, the franchiser has more control over and provides more support for the franchisee.

Management contracts: A firm in one country agrees to send some of its managers to assist a firm in another country and to train its personnel to take managerial positions for an agreed-upon fee. Management contracts are common, for example, in the international hotel industry.

Contract manufacturing: In order to reduce their overhead costs, many types of organizations will offload the machining of various components to other companies in a process called contract manufacturing. This method benefits both companies as the outsourcing

company employs less labor, uses fewer raw materials, saves on space, and receives finished or semi-finished components that can be processed further or directly used.

Mutual trust needs to be established with clear terms and conditions put in place. The outsourcing company provides the required drawings and lays down the process to be followed. It may even offer special tools, tooling, jigs/fixtures, machinery, and skilled personnel to help and monitor the process.

Turnkey project: For an international turnkey project, a firm signs a contract with a foreign purchaser and undertakes all the designing, contracting and facility equipping before handing it over to the latter upon completion. Such projects are often large and complex and take a long period to complete. Payment for a turnkey project may be made at fixed total price or on a cost plus basis. The latter way of payment shifts the burden of possible additional cost over the original budget onto the purchaser.

#### **New Words and Expressions**

- 1. portfolio n. a collection of different business shares owned by a particular person or company (个人或公司拥有的各种不同的)有价证券组合;资产组合;投资搭配
- 2. share n. any of the equal parts into which the ownership of a company can be divided, which are offered for sale to the public 股,股份;股票
- 3. stock n. money lent to a government or company, on which interest is paid 公债;证券;股票
- 4. provide (for) v. (of a law, rule, agreement, etc.) to state a special arrangement that must be fulfilled (法律、规章、协议等)规定
- 5. bond n an official paper promising to pay a sum of money to the person who holds it, esp. one by which a government or company

borrows money from the public with the promise of paying it back with interest at a fixed time 债券,证券,公债;付款保证书,借款字据

- 6. return n. an amount of money produced as a profit 利润 (率); 收益, 盈利
- 7. logo n. a small pattern or picture that is the sign of a particular organization 标识, 标志
- 8. franchise v. to give or sell a franchise to 给……以特许权, 向…… 出售特许权
- 9. royalty n. money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product 版权使用费,专利使用费,知识产权使用费
- 10. franchiser (franchisor) n. a person or company that grants a franchise 给予特许经营权的人或公司
- 11. franchisee n. a person or company to whom a franchise is granted 接受特许经营权的人或公司

#### **Special Terms and Phrases**

- 1. international business 国际商务
- 2. customs area 关税区
- 3. international investment 国际投资
- 4. international trade 国际贸易
- 5. exporting (export) 出口
- 6. importing (import) 进口
- 7. merchandise import and export 商品进出口(美)
- 8. visible trade 有形贸易(英)
- 9. service import and export 劳务进出口(美)
- 10. invisible trade 无形貿易(英)

- 11. foreign direct investment 外国直接投资
- 12. joint venture 合资经营,合资企业
- 13. portfolio investment 证券投资
- 14. host country 投资所在国,东道国
- 15. joint venture agreement 合资经营协议
- 16. licensing 许可经营
- 17. franchising 特许专营
- 18. management contract 管理合同
- 19. contract manufacturing 承包生产
- 20. turnkey project 交钥匙工程
- 21. intellectual property 知识产权
- 22. patent 专利
- 23. trademark 商标
- 24. brand-name 品牌
- 25. copyright 版权
- 26. royalty payment 知识产权费的支付
- 27. certificate of deposit (CD) 存款证(持有人可收取利息的存款证书。 存款证设有到期日、固定利率,并可以用任何货币计价。存款证 一般由商业银行发行)

#### **Notes**

1. licensing 许可经营

许可经营是一家公司允许另一家公司使用它的知识产权。这种知识产权可以是商标、品牌、专利、版权或技术。一些公司选择许可经营,因为他们可以直接收取知识产权使用费,而不必支付现金去开办新业务。

2. franchising 特许专营

特许专营是最近二三十年迅速发展起来的一种新型商业技术转 让。特许专营是指一家已经取得成功经验的企业,将其商标、商号名 称、服务标志、专利、专有技术以及经营管理的方法或经验转让给另 一家企业的一项技术转让合同,后者有权使用前者的商标、商号名称、 专利、服务标志、专有技术及经营管理经验,但需向前者支付一定金 额的特许费。

特许专营的一个重要特点是,各个使用同一商号名称的特许专营 企业并不是由一个企业主经营的,被授权人的企业不是授权人的分支 机构或子公司,也不是各个独立企业的自由联合。它们都是独立经营、 自负盈亏的企业。授予人不保证被授人企业一定能获得利润,对其企 业的盈亏也不负责任。

#### 3. management contract 管理合同

管理合同是指具有管理优势的国际企业经由合同安排委派其他管理人员到另一国的某个企业承当经营管理任务,并获取一定的管理费。管理合同实际上是一种国际性的管理技术贸易。这种合同上的管理权,可以用于管理某个企业的全部经营活动,也可以只是管理该企业的某一部分活动或某项职能,如生产或营销。无论管理范围是大是小,承担责任的管理国际企业都不能享有所有权,它得到的只是合同所规定的管理费,此管理费可以是固定数额,可以根据销售摊分,也可以在固定数额之外再加上分红。

4. turnkey project 交钥匙工程

交钥匙工程是指一些大公司为东道国建造工厂或其他工程项目,一旦设计与建造工程完成,包括设备安装、试车及初步操作顺利运转后,即将该工厂或项目所有权和管理权的"钥匙"依合同完整地"交"给对方,由对方开始经营。交钥匙工程可以按某一固定的总价付款,也可以在实际成本之上加收一定费用。后一种付款方式将原预算之上可能增加的费用转嫁给了买方。

#### **Exercises**

- 1. Match the words and expressions on the left with the explanations on the right.
- (1) resources

a) a paper in which a government or industrial firm promises to pay back with

	interest money that has been lent
(2) know-how	b) a piece of writing from a government
	Patent Office giving someone the right to
	make or sell a new invention for a certain
	number of years
(3) merchandise	c) possessions of a country, in the form of
	wealth and goods
(4) insurance	d) a special sign, word etc., marked on a
	product to show that it is made by a
	particular producer, and may not be used
	by other producers
(5) portfolio	e) practical ability or skill
(6) property	f) the right in law to be the only producer,
	seller, or broadcaster, of a book, play,
	film, record, etc., for a fixed period of
	time
(7) stock	g) things for sale; goods for sale
(8) bond	h) money paid to the owner of a copyright
(8) bond	h) money paid to the owner of a copyright for permission to publish copyright
(8) bond	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for
(8) bond	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu.
(8) bond	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling
	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product
(8) bond (9) patent	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product  i) agreement by contract to pay money esp.
(9) patent	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product i) agreement by contract to pay money esp. in case of illness, death or accident
	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product i) agreement by contract to pay money esp. in case of illness, death or accident j) the list of shares in business owned by a
(9) patent (10) trademark	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product i) agreement by contract to pay money esp. in case of illness, death or accident j) the list of shares in business owned by a person or a company
(9) patent	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product i) agreement by contract to pay money esp. in case of illness, death or accident j) the list of shares in business owned by a person or a company k) intangible property that is the result of
(9) patent (10) trademark	h) money paid to the owner of a copyright for permission to publish copyright material, and to the owner of a patent for permission to use a patented design, usu. at an agreed percentage of the selling price of the product i) agreement by contract to pay money esp. in case of illness, death or accident j) the list of shares in business owned by a person or a company

(13) logo

- m) a symbol or other small design adopted by an organization to identify its products, uniform, vehicles etc.
- (14) intellectual property.
- n) the legal capital of a company divided into shares

#### 2. Put the following words and terms into Chinese.

- (1) international business
- (2) international trade
- (3) international investment
- (4) importing
- (5) exporting
- (6) merchandise import and export
- (7) visible trade
- (8) service import and export
- (9) invisible trade
- (10) foreign direct investment
- (11) joint venture
- (12) portfolio investment
- (13) franchising
- (14) licensing
- (15) management contract
- (16) contract manufacturing
- (17) turnkey project
- (18) royalty payment

#### 3. Explain the following words or terms in English.

- (1) international business
- (2) international trade
- (3) international investment
- (4) importing
- (5) exporting