

Career Express Business English

职通商务英语

Teacher's Manual

教师参考书 3

◎ 总主编 贺雪娟

◎ 主 编 李 兰 杨亮辉



高等教育出版社
HIGHER EDUCATION PRESS



Yan Yingyu Jiaoshi Cankao Shu

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前言

随着经济全球化的进一步发展,我国与世界各国的经济合作日益扩大,国际商贸交往日益频繁。在对国际化商贸人才需求日益增加的同时,社会对高素质商贸人才的英语应用能力的要求愈来愈高,进而对商务英语教学的载体——商务英语教材的编写也提出了更高的要求。

《职通商务英语》系列教材旨在提高学习者的商务英语语言交际技巧,培养其熟练掌握英语,通晓商务知识,熟悉国际商务环境,善于跨文化交际的能力,以满足现代社会对商贸人才的需求。

商贸职业岗位群人才培养目标分析表

职业岗位群	主要工作岗位	人才培养目标
国际商务从业人员	进出口贸易,国际物流,国际金融,服务外包等岗位	培养熟练运用商务英语专业技能从事国际商务工作的应用型人才
涉外企业管理人员	涉外企业生产、销售、管理等岗位	培养以英语语言为工具在涉外企业从事生产、销售、管理工作的一线人才
涉外服务从业人员	外事接待、涉外旅游等岗位	培养能熟练运用英语从事外事接待、涉外旅游等服务三产一线的专门人才

《职通商务英语》系列教材将商务专业知识和跨文化商务交际能力与英语语言运用技能结合在一起,以学生为中心,以商务为环境,以商贸岗位任务为路径,以商务交际为目的,由浅入深,循序渐进,通过对学生听、说、读、写、译等基本技能的全面训练,培养学生通晓商务技能,掌握英语知识以及在未来岗位中完成商务任务和商务交际的能力。

课程总目标

培养学习者在商务场景中使用英语语言知识和商务知识的技能,使学习者能够完成具体商务任务,成为适应社会需要的应用型涉外商务工作者。

商务知识与技能

使学习者了解和领悟商务活动中需要的知识,掌握商务活动中需要的技能,并灵活运用于商务实践。

语言知识与技能

使学习者通晓商务英语语言知识与技能,完成商务交际任务。

一、《职通商务英语》系列教材的特点

1. 分析岗位,设计系统

《职通商务英语》系列教材是在分析商贸职业人才培养目标,解构职业岗位的基础上,针对行业、企业对商贸高素质人才的要求完成单元主题及框架结构设计的。设计系统、新颖,适合高职高专经贸商务专业的学生使用。

2. 选材真实，突出实用

本系列教材选材真实，编写组成员耗时一个多月，远赴国外著名大学及外贸机构现场选材。所有素材均采用真实事件、真实人物、真实案例，内容涉及企业管理、国际贸易、金融证券、商务礼仪等。通过大量真实、生动的素材，营造出真实的商务活动情境，满足学习者对商务英语学习的实际需求。

3. 设计新颖，注重操作

本教程根据商务英语课程和高职高专学生特点，在教材设计中充分考虑教学法，运用行动导向教育理念和ISAS（Information Search and Analysis Skills）等新的教学观念和手段，注重语言的交际功能和商务知识的应用，遵循“输入—内化—输出”的学习规律，强调教与学的紧密结合。

4. 三位一体，凸显完美

本系列教材由综合教程、听说教程和拓展教程三部分组成。综合教程和教师参考书提供了各单元的课堂教学设计、课文分析、语法讲解、写作技巧、练习答案以及大量商务背景资料；听力教程和教师参考书提供了大量取材于真实商务活动的英语听说训练和商务背景知识介绍，旨在进一步强化听说能力的学习和提高；拓展教程由词汇、语法、阅读、写作及商务技能几部分组成，供学生课后进行巩固及拓展性练习。本系列教材配有电子教案、MP3录音、网络资源等相关教学资源，提供了教学各环节所需要的素材，定期更新。

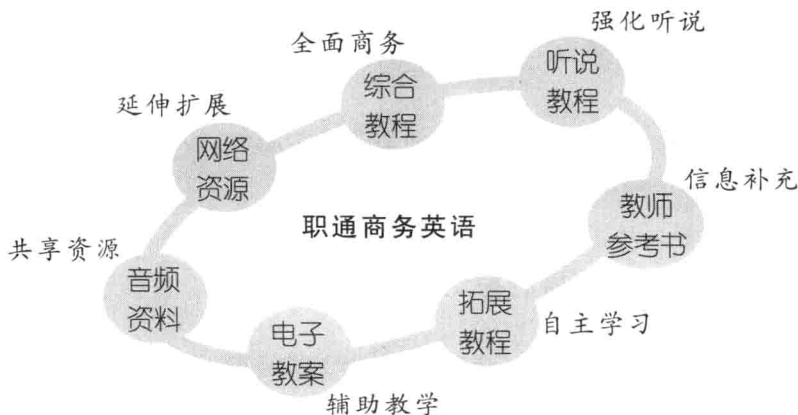
5. 循序渐进，强化阶段

本系列教材共分为4册，内容从基本商务概念、理论到具体商务操作流程以及实际案例分析，便于学习者循序渐进地完成各阶段商务英语知识的学习，更具目的性和科学性。

二、《职通商务英语》系列教材的结构

《职通商务英语》系列教材共分4册，第一册、第二册旨在培养学生的词汇、语法、语用技能、跨文化交际能力和普通商务知识；第三册围绕国际商务及国际贸易流程设计单元主题，进一步培养学生的语言实际运用能力及专业商务知识；第四册为具体商务案例的学习与分析。

《职通商务英语》系列教材构成图



《职通商务英语综合教程》配备MP3录音，每册包含10个教学单元和3个复习单元，各教学单元体例统一，都由以下5个模块构成：

- 学习目标（语言技能、语法要点、词汇、商务交际）；
- 任务导入（小组讨论、问题回答、意见陈述、热身练习）；
- 精读课文（导语、阅读前任务、课文、注释、阅读理解）；
- 语言要点（词汇与语法、商务技巧、商务翻译）；
- 商务交际（商务写作、商务听说、商务礼仪）。

《职通商务英语教师参考书》摆脱了传统的教参编排方式，力求从教师角度出发，做到信息丰富，设计合理，使用方便。电子教案是课堂教学的重要辅助资料，每册分为10个单元，每单元分为一个主页面和三个教学板块，结构清晰。便于教师操作，图文并茂的形式，也有利于激发学生的学习热情。

《职通商务英语听说教程》配备MP3录音，每册包含10个教学单元，各单元的主题与《综合教程》有所不同但相互关联，旨在强化学习者的商务英语听说能力。

《职通商务英语拓展教程》是《综合教程》的补充和扩展，力求从方便学生自学的角度出发，提供了与单元主题相关的自测习题，可作为课后练习来检测学生的学习效果，部分内容还可用于丰富课堂教学。

《职通商务英语》系列教材由长沙民政职业技术学院应用外语系主任贺雪娟教授担任总主编。《职通商务英语教师参考书3》的主编为长沙民政职业技术学院的李兰、杨亮辉，参与编写此书的其他编者包括邓曼英、刘玉丹、金钊、李琰、许灵芝、陈懿、李涵、潘静、朱毅恒、文平。大连理工大学的孔庆炎教授担任了《职通商务英语》系列教材的总主审。

本套教材在内容设计和材料选取上均做了不少新的尝试，编者真诚地希望使用本套教材的学生和教师能对教材的不足之处提出宝贵意见，以便我们今后加以完善。

编者
2011年2月

教参使用说明

一、编写说明

《职通商务英语教师参考书3》作为《综合教程3》的配套教学资源，分为10个单元，供一个学期使用。

《职通商务英语教师参考书3》摆脱了传统的教参编排方式，力求从教师的角度出发，做到资源整齐，设计合理，使用方便。首先，通过教学计划表突出了单元教学目标，协助教师编排教学进度，完成教学设计，并对每一个教学步骤都给出了详细的指导和建议；提供了各个教学活动及练习的参考答案、课文语言点分析、重点难点句子分析、课文参考译文等。针对各单元主题，教师参考书还提供了充分翔实的商务背景知识、拓展资源等相关背景资料，能完全满足教师对相关商务知识的需求，真正达到了熟悉教参即可上课的目的。

二、使用说明

《职通商务英语教师参考书3》每单元分为教学目标（Teaching Objectives）、教学建议（Suggested Teaching Schedule）、背景知识（Background Information）、教学指导（Lecturing Hints）、拓展资源库（Resource Data）五个部分。

1. 教学目标（Teaching Objectives）

该部分规定了各单元教学应达到的目标，包括商务知识与商务实践技能、英语语言知识与语言运用能力。

2. 教学建议（Suggested Teaching Schedule）

该部分提供了各单元的教学计划表，对各单元的课时与教学进度安排、教学内容组织与课堂教学设计提出了指导性建议。授课教师可根据课时总量及学生实际情况做适当调整。

3. 背景知识（Background Information）

该部分提供了大量与本单元主题紧密相关的商务背景知识，从多个角度对该单元商务主题进行介绍，节省了教师备课过程中收集资料的时间与精力。

4. 教学指导（Lecturing Hints）

该部分为教师课堂教学提供了清晰实用的指导。

☆ 任务导入（Lead-in）

提供了综合教程中导入部分练习的参考答案和教学建议，方便教师引导和激发学生对课堂学习的兴趣。

☆ 练习答案（Suggested Answers）

提供了各个教学活动及所有练习的参考答案，方便教师检测学生的学习效率和评估学习效果。

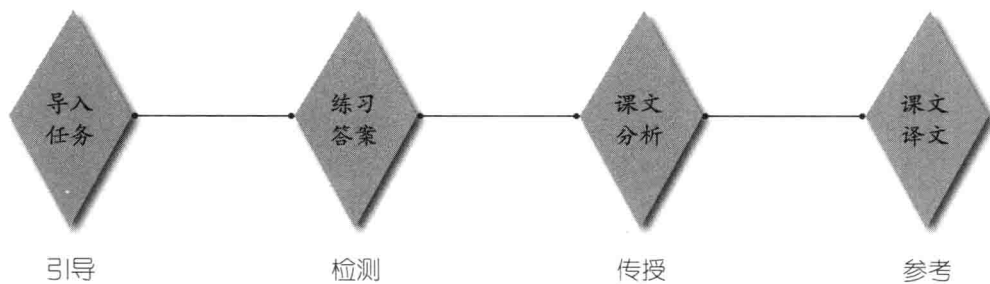
☆ 课文分析（Analysis）

提供了课文语言点分析、重点难点句子分析及翻译。方便教师指导学生准确理解课文，掌握重要语言点和相关商务知识。

☆ 课文译文 (Chinese Version)

提供了主要课文的中文参考译文, 帮助教师指导学生学习 and 掌握商务专业知识和技能。

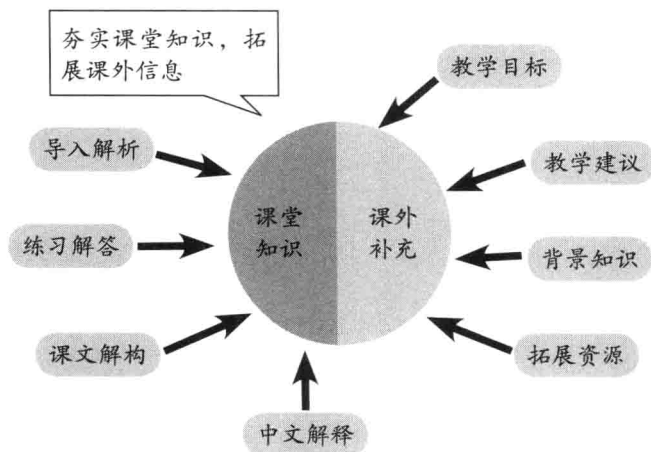
教学建议结构功能图



5. 拓展资源库 (Resource Data)

该部分提供了与本单元主题相关的拓展性材料, 供教师在教学中深入阐述商务知识点并扩大学生的知识面。

《职通商务英语教师参考书3》结构示意图



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Trade Practice

Teaching Objectives

By the end of this unit, students will be able to:

- ☐ Gain basic knowledge about trade terms;
- ☐ Use important and frequently-used trade terms;
- ☐ Understand some key concepts and points in Incoterms 2000 and UCP 600;
- ☐ Be able to deal with some trade practices in international trade.



Suggested Teaching Schedule

Time Schedule	Class Content	Homework
Section I	<p>Lead-in Students learn about international trade terms in groups and discuss some important questions related to the topic.</p> <p>Text A Allow students a few minutes to go through Text A and finish the comprehension task. Explain the key language points.</p>	<p>Extended Book Exercises 1, 2, 3 and 4</p>
Section II	<p>Lead-in Allow students a few minutes to have a dictation.</p>	<p>Extended Book Exercises 5, 6 and 7</p>

	Text B Allow students a few minutes to go through Text B and finish the comprehension task. Explain the key language points.	
Section III	Explain exercises related to Text A and Text B. Ask students to finish the translation and reading practice related to Text A and Text B. Supplementary Reading Ask students to do the supplementary reading after class.	Extended Book Exercises 8, 9 and 10

Background Information

1 ICC (The International Chamber of Commerce)

1. History of ICC

The International Chamber of Commerce was founded in 1919 with an overriding aim that remains unchanged: to serve world business by promoting trade and investment, open markets for goods and services, and the free flow of capital.

Much of ICC's initial impetus came from its first president, Etienne Clémentel, a former French Minister of Commerce. Under his influence, the organization's international secretariat was established in Paris and he was instrumental in creating the ICC International Court of Arbitration in 1923.

ICC has evolved beyond recognition since those early post-war days when business leaders from the allied nations met for the first time in Atlantic City. The original nucleus, representing the private sectors of Belgium, Britain, France, Italy and the United States, has expanded to become a world business organization with thousands of member companies and associations in around 130 countries. Members include many of the world's most influential companies and represent every major industrial and service sector.

2. Status of ICC

ICC is the voice of world business championing the global economy as a force for economic growth, job creation and prosperity.

Because national economies are now so closely interwoven, government decisions have far stronger international repercussions than in the past.

ICC — the world's only truly global business organization responds by being more assertive in expressing business views.

ICC activities cover a broad spectrum, from arbitration and dispute resolution to making the

case for open trade and the market economy system, business self-regulation, fighting corruption or combating commercial crime.

ICC has direct access to national governments all over the world through its national committees. The organization's Paris-based international secretariat feeds business views into intergovernmental organizations on issues that directly affect business operations.

2 Warsaw-Oxford Rules

This rule was drafted by the Association of International Law in 1932. It contains 21 clauses, which only stipulate the nature of CIF contract, and the costs, risks and responsibilities which should be borne by both the seller and the buyer. Because it only includes one sort of trade terms, its application is very limited. More and more merchants discard it and turn to new rules with the development of international trade.

3 Revised American Foreign Trade Definitions

This rule was made out by nine American commercial organizations in 1941. It was a set of practices which were used frequently in the U.S. trade at that time. Nowadays, it is still used in North America although it had been published for more than sixty years. It obtains six sorts of trade terms like EXW, FOB, FAS, CFR, CIF and EX dock.

4 Revision of Incoterms

The main reason for successive revisions of Incoterms has been the need to adapt them to contemporary commercial practice. Thus, in the 1980 revision the term Free Carrier (now FCA) was introduced in order to deal with the frequent case where the reception point in maritime trade was no longer the traditional FOB-point (passing of the ship's rail) but rather a point on land, prior to loading on board a vessel, where the goods were stowed into a container for subsequent transport by sea or by different means of transport in combination (so-called combined or multimodal transport).

Further, in the 1990 revision of Incoterms, the clauses dealing with the seller's obligation to provide proof of delivery that permitted a replacement of paper documentation by EDI — a way for companies and banks to send information to each other by computer using an agreed format so that the company receiving the documents can easily read them on their computer and print them out paper. Needless to say, efforts are constantly made to improve upon the drafting and presentation of Incoterms in order to facilitate their practical implementation.

Incoterms 2000, a version which when compared with Incoterms 1990 may appear to have effected few changes. It is clear, however, that Incoterms now enjoy worldwide recognition and ICC has therefore decided to consolidate upon that recognition and avoid change for its own sake. On the other hand, serious efforts have been made to ensure that the wording used in Incoterms 2000 clearly and accurately reflects trade practice.

5 Revision of UCP

The Uniform Customs and Practice for Documentary Credits (UCP) is a set of rules on the

issuance and use of letters of credit. The UCP is utilized by bankers and commercial parties in more than 175 countries in trade finance. Some 11%-15% of international trade utilizes letters of credit, totaling over a trillion U.S. dollars each year.

Historically, the commercial parties, particularly banks, have developed the techniques and methods for handling letters of credit in the international trade finance. This practice has been standardized by the ICC by publishing the UCP in 1933 and subsequently updating it throughout the years. The ICC has developed and molded the UCP by regular revisions, the current version being the UCP 600. The result is the most successful international attempt at unifying rules ever, as the UCP has substantially universal effect. The latest revision was approved by the Banking Commission of the ICC at its meeting in Paris on 25th October 2006. This latest version, called the UCP 600, formally commenced on 1 July 2007.

6 ICC & UCP

A significant function of the ICC is the preparation and promotion of its uniform rules of practice. The ICC's aim is to provide a codification of international practice occasionally selecting the best practice after ample debate and consideration. The ICC rules of practice are designed by bankers and merchants and not by legislatures with political and local considerations. The rules accordingly demonstrate the needs, customs and practices of business. Because the rules are incorporated voluntarily into contracts, they are flexible while providing a stable base for international review, including judicial scrutiny. International revision is thus facilitated permitting the incorporation of the changing practices of the commercial parties.

7 EUCP

The EUCP was developed as a supplement to UCP due to the strong sense at the time that banks, corporations, together with the transportation and insurance industries were ready to utilize electronic commerce. The hope and expectation that surrounded the development of EUCP has failed to materialize into day to day transactions and its usage has been, to put it mildly, minimal. Owing to this lack of usage, it was felt that this was not the right time to incorporate the EUCP into the UCP 600 and it will remain as a supplement albeit slightly amended to identify its relationship with UCP 600.

An updated version of the EUCP came into effect on 1 July 2007 to coincide the commencement of the UCP 600. There are no substantive changes to the EUCP, merely references to the UCP 600.



Lecturing Hints

Section I Trade Terms

Lead-in

- 1 Ask students to work in pairs and divide the trade terms below into four groups.

Suggested answers:

Exercise 1

Departure Paid	Main Carriage Unpaid	Main Carriage	Arrival
EXW	FCA	CFR	DAF
	FAS	CIF	DES
	FOB	CPT	DEQ
		CIP	DDU
			DDP

- 2 Ask students to work in pairs and discuss the following questions.

Suggested answers:

Exercise 2

What are the functions of trade terms?

Trade terms, also called price terms or delivery terms, are an important ingredient of a unit price in international trade, standing for specific obligations of both the buyer and the seller.

What do you know about the differences among these trade terms?

The terms are grouped in four basically different categories: the seller only makes the goods available to the buyer at the seller's own premises under "E"-term; the seller is called upon to deliver the goods to a carrier appointed by the buyer under "F"-terms; the seller has to contract for carriage, but without assuming the risk of loss of or damage to the goods or additional costs due to events occurring after shipment and dispatch under "C"-terms; the seller has to bear all costs and risks needed to bring the goods to the place of destination under "D"-terms.

Text A

- 3 Ask students to go through Text A and finish the comprehension task. Circulate and make sure students do not turn to any dictionaries during their reading.

Suggested answers:

Exercise 3

1. B 2. C 3. A 4. D 5. B

- 4 Ask students to finish the following exercises after studying Text A.

Suggested answers:

Exercise 4

1. C 2. F 3. I 4. H 5. O
6. G 7. B 8. L 9. J 10. A

Exercise 5

- Trade terms are short noun phrases and several English abbreviations to explain obligation division between the buyer and the seller on certain price foundation.
- Trade terms have duality. On one hand, they are important ingredients of the unit price of the goods, and on the other hand, they stand for the delivery terms.
- Adopting what kind of trade terms not only relates to the bilateral benefit of the buyer and the seller, but also to whether an agreement can be continued smoothly.
- At present, export profit is not a success in general, therefore it is more important than ever to consider carefully about each formality in international trade.
- China mostly uses FOB or FCA terms in its import trade, while in export trade, China strives for CIF or CIP to finalize a deal.

- 5 Teacher analyzes Text A and explains the difficult sentences and key words.

- Trade terms, also called price terms or delivery terms, are an important ingredient of a unit price in the international trade, standing for specific obligations of both the buyer and the seller.

贸易术语也被称为价格术语或者交货方式，是国际贸易单价重要的构成部分，代表了买卖双方的具体义务划分。

Here “unit price” refers to a single unit of measure of a product sold in more or less than the single

unit. The “unit price” informs you of the cost per pound, quart, or other unit of weight or volume of a food package. Unit price is a common form of valuation in sales contract for goods sold in bulk purchasing.

ingredient: a constituent part of something.

e.g.: For a knowledge industry in which people are supposedly the critical ingredient, the finance business uses an awful lot of machines.

In fact, it is far more common to find an entire industry sector devoted to conversion of raw materials into a widely used ingredient.

2. **Namely it starts with the term whereby the seller only makes the goods available to the buyer at the seller’s own premises (the “E”-term, EXW); followed by the second group whereby the seller is called upon to deliver the goods to a carrier appointed by the buyer (the “F”-terms FCA, FAS and FOB); continuing with the “C”-terms whereby the seller has to contract for carriage, but without assuming the risk of loss of or damage to the goods or additional costs due to events occurring after shipment and dispatch (CFR, CIF, CPT and CIP).**

即从E组术语（EXW）开始，卖方仅负责在卖方所在地为买方备货；紧跟其后的第二组术语是F组术语（FCA、FAS和FOB），要求卖方将货物交给由买方指定的承运人；接下来是第三组即C组术语（CFR、CIF、CPT和CIP）卖方负责签订运输合同，但是不承担货物装运以及发送后所发生的任何风险、损失或者其他费用。

This is a very long sentence. The subject of this sentence is “it” referring to 13 trade terms as a whole. “Followed” and “continuing” are two participles used to further explain the subject.

whereby: as a result of which, by or through which.

e.g.: Intermediation is a process whereby a financial institution interposes its names and trustworthiness between a lender and a borrower.

One way of overcoming the inseparability factor is the use of bank credit cards, whereby the service is transferable.

premise: a statement that is assumed to be true and from which a conclusion can be drawn.

e.g.: In practical appraisal, the basic premise is to determine the value of the property.

Fundamental premise of the market system is the allowance for both failure and success.

3. **Finally, the “D”-terms whereby the seller has to bear all costs and risks needed to bring the goods to the place of the destination (DAF, DES, DEQ, DDU and DDP).**

最后，D组术语（DAF、DES、DEQ、DDU和DDP）中，卖方承担了货物运输到目的地所需的所有费用和风险。

This sentence can be paraphrased as “Under the D-terms, the seller has to undertake all risks and expenses spent on bringing the goods to the place stipulated in the contract.”

destination: the place designated the end of a race or journey.

e.g.: The buyer shall make all preparations needed for a prompt discharge of the shipment in order to avoid demurrage at the destination.

Each package shall be stenciled conspicuously: port of destination, package number, gross and net weights, measurement and the shipping mark.