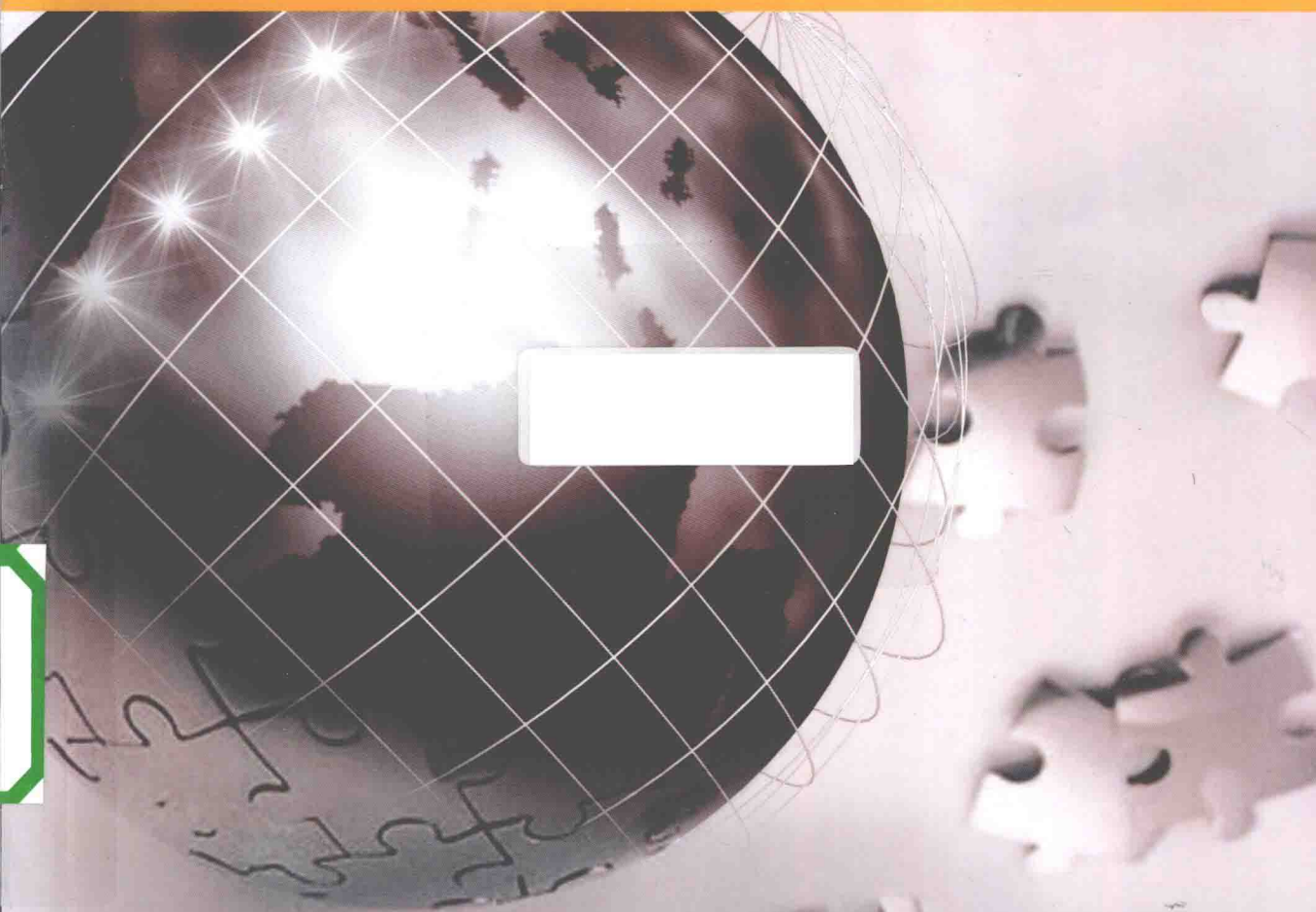


全方位商务英语系列教材

International Business
Correspondence Practice

国际商务函电实务

辜晓康 主编



对外经济贸易大学出版社

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主编 辜晓康

参编 李 粟 蒲新蓉 甘 莉
梁靖怡 廖桂苓 南 楠
敬 阳 冯兆勇 韩致秀
尹 璐 陈蜀燕

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International Business
Correspondence Practice

辜晓康 主编
责任编辑: 李 丽

对外经济贸易大学出版社
北京市朝阳区惠新东街 10 号 邮政编码: 100029
邮购电话: 010-64492338 发行部电话: 010-64492342
网址: <http://www.uibep.com> E-mail: uibep@126.com

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前 言

随着我国经济社会的大发展，我国的国际经济和贸易已得到更加普遍深入地开展，对外经贸函电得到了广泛地运用。函电处理的准确和得当，对经贸工作的成效起到至关重要的直接的作用。从当下从业者的情况看，不能很好地运用国际经贸函电来处理工作的情况还是很普遍的，这使其工作成效和成功率都受到了影响。所以，有技巧地准确处理函电，在国际经贸工作中是十分重要的。基于上述前提，本教材应运而生。

一、编写理念

1. 基于国际贸易工作过程和岗位工作任务，分析并提炼国际商务函电典型工作任务，从而构成本课程学习领域。学习内容与工作实际接轨，本课程标准与职业标准衔接。学生沿着国际商务函电工作流程，通过完成若干工作任务，从而学习国际商务函电知识和工作技能，进而形成正确处理国际商务函电的工作能力。

2. 形式上以工作项目取代传统的学科章节，以案例为载体取代传统的课文，设计工作情境，以工作任务代替传统的语言练习，以任务完成为驱动进行工作项目化学习。

3. 采用探索学习法、情境教学法、角色扮演法、任务驱动法、案例法等教学方法，遵循学生的认知规律，书面和口头立体多维度进行学习，做到“做中学”和“学中做”，真正让学生边学边做，边做边学，通过学习和训练，形成工作技能和能力。

4. 在设计的教学组织活动中，体现以学生为主，学生是学习活动的主体，教师加以引导、点拨、评价，参与讨论，辅以讲授，充分调动学生的学习主动性和积极性，学生用书与辅导用书相搭配，形成学生与教师互动，课堂和课外联动。

5. 充分体现理实一体、校企合作等理念，请外贸企业一线业务骨干参与共同开发和编写本课程教材。

二、编写特点

1. 在选材和设计上，运用多种交货方式，既考虑到沿海对外贸易实践的特点，又照顾到内陆外贸实践的需要，运用包括汇付、托收和信用证等多种结算方式、多种货币和多个商品，充分考虑到业务学习和工作的连贯性和一致性，力求达到丰富学生的相关知识，运用所学国际贸易实务知识，拓宽学生的视角，提高教学的有效性。

2. 在编写内容上，本书基于国际贸易对外函电的业务工作过程，以职业岗位能力为导向，提炼出典型工作任务而构成学习领域。全书由十二个项目组成，所用案例来自商务实践，实用性强。内容涵盖开拓市场、业务磋商、执行合同及贸易善后等环节中的具体操作，如寻找潜在客户、建立业务关系、询盘、发盘、还盘、订货签约、催款催证、贸易通知和索赔理赔等。使学生在学习专业语言知识的同时，掌握实战操作技能。本书还提供了商务英语缩略语的组词规则和按工作内容和贸易用途分类的常用词汇表。

3. 在编写方法上，根据高职学生的思维特点、认知特点和行为习惯，编写时特别注

2 国际商务函电实务

意“学、做、教”一体，理论和实践一体，以从错误中开始学习的方法，调动学生作为学习主体参与学习的积极性，注重培养学生的逻辑能力、探索能力、发现问题和解决问题的能力，培养学生的灵活应变能力、创造能力、与人合作和沟通的能力，注重培养学生的综合职业素质素养，从而培养学生的专业能力、方法能办社会能力等综合职业核心能力，把学生培养成为准职业人。

4. 在编写组织上，加强校企合作，不仅由有着本课程丰富教学经验的具有创新意识的教师团队编写，而且聘请了外贸企业业务一线的进行丰富外贸实践经验的企业骨干提供素材和参加审编，力图使教材内容和训练贴近工作实际，与工作岗位对接。

5. 本套教材配有教学辅导用书与 PPT 教学课件。方便教师教学和学生自学。

三、编写人员

《国际商务函电实务》的编写完全体现了校企合作的思想，邀请了四川省内多家高职院校（按项目编写顺序排列）和部分外贸企业参加合作：四川商务职业学院、民办四川天一学院、四川长江职业学院、四川旅游学院、四川城市职业学院、成都工业学院、成都康森贸易有限公司和四川纺织品进出口有限责任公司等，内容编排上也充分贯彻在实践中学的做法。

本书由辜晓康副教授担任主编，负责全书的编写设计、审阅、修改、校对和部分项目的编写。参与本书编写的还有（按编写的项目顺序）：李粟副教授（负责项目一、项目二、项目三），蒲新蓉老师（项目四和项目五），甘莉老师和梁靖怡老师（项目六），廖桂苓老师（项目七、项目八），南楠副教授（项目九、项目十、项目十一），辜晓康副教授（项目十二和附录），敬阳老师（全书电子文档）。企业人员冯兆勇总经理和韩致秀副总经理对全书进行了审阅，在业务方面做了指导，提出了宝贵的修改意见。尹璐老师和陈蜀燕副教授对全书做了认真校阅。

本书既适用于具有一定英语基础的经贸类专业（国际经济与贸易、国际商务、国际货代以及一些国际金融经济类的专业）、商务英语专业和英语专业（经贸方向）的高职学生和应用型本科学生使用，也可作为从事国际商务的从业人员和外贸岗前或岗后准从业人员的业务参考书和培训用书，便于自学和提高。

在编写过程中，编者参考了国内外近年来出版的许多相关书籍和资料，获益颇多。在此，谨对相关作者表示衷心的感谢！

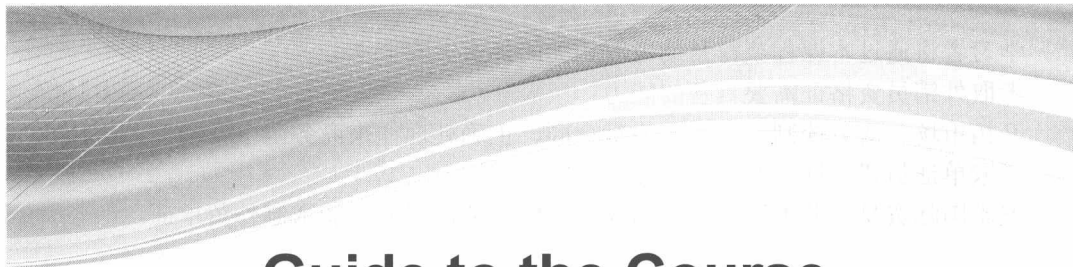
由于编者的学识和实践经验有限，加上时间仓促，书中存有疏漏和不足之处在所难免，恳请广大读者不吝赐教指正，以便日后进一步修改完善。

编者

2014年1月

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Guide to the Course

(课程导读)



Lead In (导入)

1. Nature and Position of the Course (课程性质和地位)

As business correspondence is a necessity in international trade, this course aims to provide students with relevant knowledge, train their job skills and cultivate their abilities in writing business correspondence.

国际贸易离不开商务函电的使用，本课程旨在帮助学生掌握相关知识，训练工作技能，培养其撰写函电的能力。

The previous courses needed are: College English, English Listening and Speaking, Theories of International Trade, Practice in International Trade and International Marketing; while the follow-up courses are: Foreign Trade Documents Practice and EDI Comprehensive Operation Training.

本课程的先导课程有大学英语、英语听说、国际贸易理论、国际贸易实务和国际市场营销；其后续课程为外贸单证实务和 EDI 综合实训。

2. External Assessment of Learning (学习效果的外部评价)

Students will get help in the course for passing relevant tests and obtaining job certificates for relevant positions in foreign trade companies.

(1) Abilities required for a salesperson in international trade:

Market exploration, business negotiation, preparing and fulfilling contracts, correctly and appropriately expressing oneself when handling international business.

(2) Abilities required for a documents operator:

Being familiar with useful expressions in international trade, understanding international business correspondence and letters of credit, and preparing documents in international business.

2 国际商务函电实务

学习者将通过本课程获得帮助考取相关的外贸上岗证书。

考取外销员资格证需要具备的能力：

开拓市场、商务谈判、起草并执行合同、正确处理往来商务函电并准确表达。

考取单证员资格证需要具备的能力：

熟悉国际贸易专业术语、能读懂商务函电包括信用证、能缮制外贸单证。



Aims and Demands (学习目标)

(1) Knowledge

- To understand the importance and functions of business correspondence in international trade;
- To know the procedures of an international trade;
- To acquire the job requirements for international business people.
- 了解商务函电在国际贸易中的重要性和作用；
- 了解国际贸易的工作流程；
- 了解国际商务从业人员的工作岗位职责。

(2) Skills

- To search for and obtain relevant information about international trade needed.
- 会查询并获取所需国际贸易业务的信息。

(3) Personal quality

- To develop the ability of discovery or exploratory learning, trying to find out rules and/or strategies for reaching the goal of the jobs in the project;
- To learn how to communicate and cooperate with your companions or co-workers.
- 培养探索学习、寻找规律的能力，以达成本项目工作目标；
- 培养与同伴沟通和协作的能力。



Difficulties and Focuses (难点和重点)

- To know the procedures of an international trade;
- To acquire the job requirements for international business people;
- To develop the ability of discovery or exploratory learning, trying to find out rules and/or strategies for reaching the goal of the jobs in the project;
- To learn how to communicate and cooperate with your companions or co-workers.
- 了解国际贸易的工作流程；
- 了解国际商务从业人员的工作岗位职责；
- 培养探索学习、寻找规律的能力、与同伴沟通和协作的能力等综合职业素质。



About the Course (课程介绍)

1. The Importance of Business Correspondence in International Trade

(1) Being Indispensable in Business Activities

After China joined the WTO, our business contact with the world has been increasing rapidly. The significance of essential communicative skills has been noted as satisfactory exchange of information is needed in all business activities. Business correspondence is an important tool for communication, which serves in a large body of business activities such as inquiry, sales promotion, offer and counter offer as well as signing the contract, making notice and advice, etc.

(2) Being More Economical

With the development of technology, nowadays business can be handled over phones or in person. In some cases, these two methods may be the best ways for communication. However, few business people have enough time and are found to visit their foreign clients personally, and long-distance telephone calls are expensive and inconvenient due to time differences between the countries. Moreover, people usually retain only about 25% of what they hear as the result of a test. The chance of your message being successfully getting across is very narrow if you rely on oral communication. Therefore, business letters are one of the best ways to ensure successful communication, particularly when technical or highly detailed information is involved.

(3) Being Permanent

Business correspondence can be used to verify bookkeeping and inventory entries. When you need to refer to your previous communication with a client, you can check your file copies of the writings. It's impossible to do the same with a phone conversation unless all outgoing and incoming calls were recorded.

(4) With Legal Force

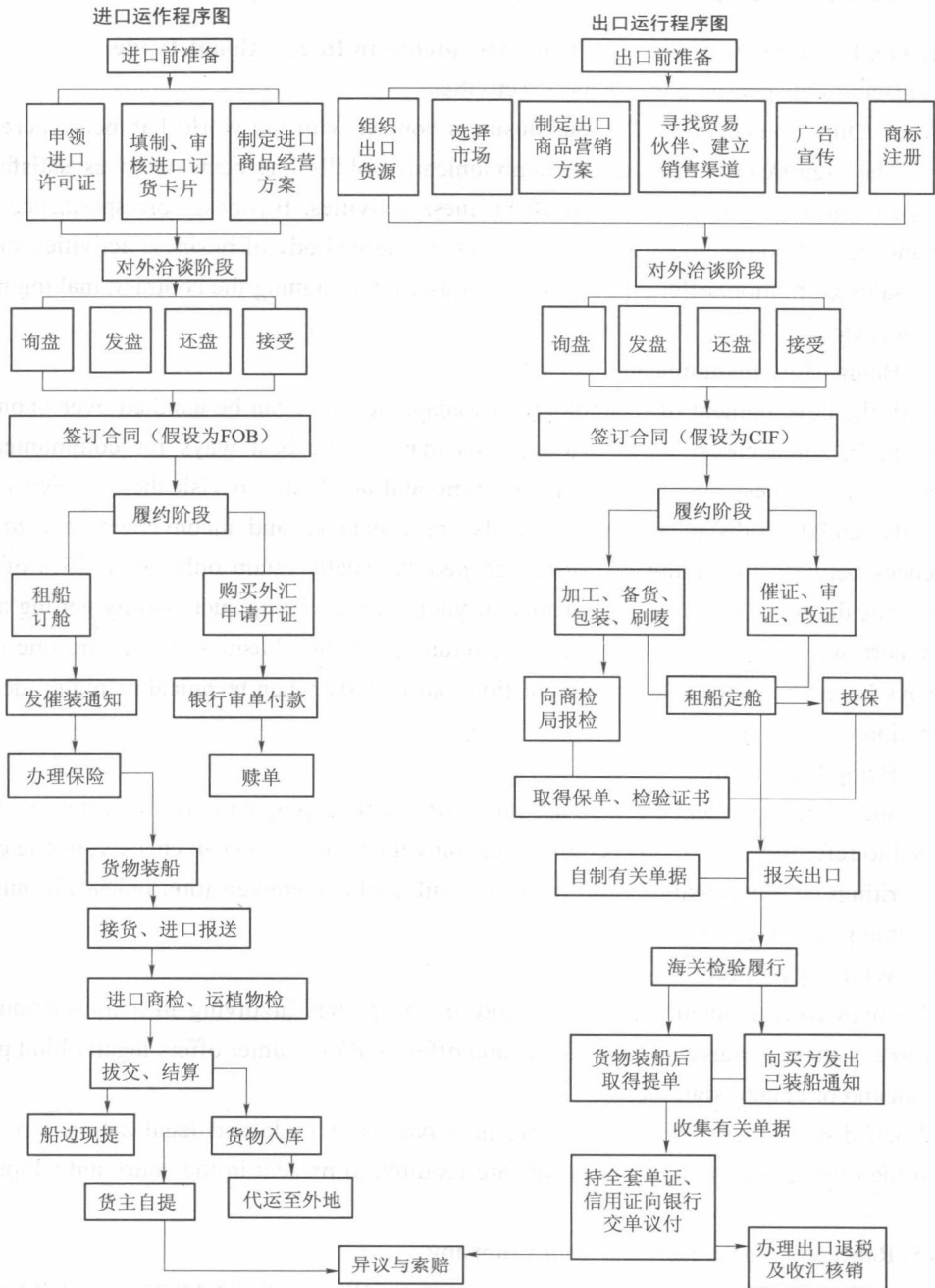
Business correspondence serves to bind all the parties involving in a transaction with legal force. Letters of agreement, contracts and offers and/or counter offers legally bind people who sign and/or countersign them.

When disputes arise between the business parties in trade and legal actions are taken against the other party, written documents are required to present in the court and adopted by the court.

(5) Representing Yourself and Your Company

For a client whom you have not met in person or talked over the phone, your letter would give him/her a deep impression of you and your company. Thus, it is important to express yourself appropriately in business correspondence. This helps them to establish a good confidence in you and a good relationship between you and your clients.

2. The Chart of an International Trade Process



**Consideration and Discussion (思考与讨论)****1. Business Participants in International Trade**

Discussion 1: Who are the participants in international trade? (You can make use of the above chart as a hint.)

讨论 1: 贸易参与方有哪些? (上面的流程图有一定的提示作用。)

2. Business Jobs in China Foreign Trade

Discussion 2: What are the business jobs in China Foreign trade? Name them out.

讨论 2: 中国对外贸易中有哪些业务工作岗位? 请说出它们的名称。

3. Job Requirements for an International Business Trader

Discussion 3: What are the everyday tasks of a salesperson in international business that involve use of business correspondence?

讨论 3: 外销员日常有哪些工作与函电有关?

**Principles and Methods of Learning (学习原则和方法)****1. Principles of learning:**

- Combining theories with practice
- Associating with relevant courses/disciplines
- Learning for and in using
- Combining classroom tasks with extracurricular activities

2. Methods of learning:

- Comparison
- Inductive research
- Summarization
- Role play

**Project Practice Tasks (项目实践工作任务)****Task 1**

Find out on the Internet the process of international trade and study the stages and steps in it. (网上查看国际贸易工作主要环节)

Task 2

Try to learn about the job requirements for the business people, document operators, etc. in China international trade. (了解我国外贸各业务岗位的工作要求)



Pre-work for Next Project (新项目工作任务)

Each business department/group tries to learn about the principles for writing business letters, faxes and emails. You are required to demonstrate with PPT what you have learned in class next time.



Project 1

Essential Principles for Business Correspondence Writing (商务函电写作的基本原则)



Lead In (导入)

In the international trade, business correspondences are the effective tools for traders to communicate in work. To enhance the efficiency of work, both of the two parties in the trade need to communicate not only accurately and clearly, but correctly, completely, definitely, concisely and politely as well. Therefore, correctness, completeness, consideration, concreteness, conciseness, clarity and courtesy have been the principles for traders to follow up in writing business correspondence in communication.

在国际贸易中，函电是贸易人员进行工作交流和沟通的有效工具。为了高效工作，贸易双方不仅需要准确清楚地交流，更需要做到正确、完整、具体、简洁和礼貌交流。因此，正确、准确、完整、具体、简洁、清楚、礼貌地拟写函电与人沟通，一直是应该遵从的原则。

7Cs principles, which consist of 7 words beginning with their initial letter C, are the rules for writing business correspondences. As the foundation or essentials of the international business correspondence writing, it provides in the round the rules for the business people in the international trade to obey in writing business correspondences.

7C 原则是由 7 个首字母为 C 的单词组成的商务函电写作原则。作为国际商务函电的写作基础，较全面地提出了国际贸易从业人员拟写商务函电应遵从的原则。



Aims and Demands (学习目标)

(1) Knowledge

- To learn and to master the 7Cs principles or rules for writing business correspondences.

8 国际商务函电实务

- 学习并掌握 7C 国际商务函电写作原则。

(2) Skills

- To be able to write business correspondences with the 7Cs principles.
- 能运用 7C 原则正确拟写国际商务函电。

(3) Personal quality

- To develop the ability of thinking and finding out rules for reaching the goal of the project;
- To learn how to communicate and cooperate with your companions or co-workers.
- 培养学习思考和探寻规律的能力，以达成本项目的工作目标；
- 培养与同伴沟通和协作的能力。



Difficulties and Focuses (难点和重点)

- To learn and master the 7Cs rules in business correspondence writing;
- To develop the ability of thinking and finding out rules for reaching the goal of the project;
- To train to learn how to communicate and cooperate with your companions or co-workers.
- 学习并掌握商务函电写作的 7C 原则；
- 培养思考和探寻规律的能力，以达成本项目的工作目标；
- 培养与同伴沟通和协作的能力。

Case Study (案例学习)

Principles for Writing Business Correspondence

1. In-class Presentation

Students are required to present their PPT in class, showing what they have learned about the 7Cs principles.

2. Learning about the 7Cs Principles

(1) Correctness (正确)

- Correct expressions in different styles and being up to different language standards;
- Proper expressions with correct spelling and grammar and in correct structure;
- Appropriate tone and a matter-of-fact attitude;
- Accurate facts and information, exact figures and terms in particular.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

(2) Consideration (体谅)

- Give consideration in your clients' place;
- Emphasize the "you" attitude and use the passive voice;
- Find the best way to express yourself.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

(3) Completeness (完整)

A piece of business writing is very successful and highly efficient only when it contains all the necessary information to the readers and answers all the questions and requirements put forward by the customers.

1) We must make sure that the writing is completed both in layout and in content:

All the matters are discussed or stated;

All the questions or requirements are answered or explained.

2) Avoid fragments and confusing statements.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

(4) Concreteness (具体)

Any kind of practical English writing should be specific, definite and persuasive. Using specific facts, figures and time can help to express concretely and vividly.

1) To be specific, definite and persuasive.

2) The helpful guidelines to the concrete letters:

Use specific facts and figures;

Put action in your verbs;

Choose vivid, image-building words.

3) Sometimes vagueness is preferred and you have to or should be general or flexible:

when accurate facts or figures are not available;

when you open tentative offers to several clients.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

(5) Conciseness (简洁)

As it saves both trade parties' time, conciseness is often considered to be the most important writing principle and language feature. So when we do communicate, we should:

- 1) Try to write shortly and clearly and try to avoid wordiness and unnecessary repeats;
- 2) Put the sentences in logical order, avoiding too many "ands" and "buts";
- 3) Try to avoid too many complex statements;
- 4) Confine each statement to one idea and each paragraph to only one point or topic.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

(6) Clarity (清楚)

The so-called "clarity" or "clearness" is to make sure that what you write is so clear in meaning that it can be impossibly misunderstood. So, we should:

- 1) Pay attention to logical word orders, putting modifiers in the right places;
- 2) Express ourselves in plain, simple words or in well-constructed statements and paragraphs;
- 3) Write what is needed in good, straight-forward and simple English.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

(7) Courtesy (礼貌)

1) Tactfully show honest friendship, thoughtful appreciation, sincere politeness, considerately understanding and heartfelt respecting;

2) Answer letters promptly;

3) Adopt the right tone, being persuasive, firm, apologetic and so on:

- Take the initiative to bear the responsibility and try to avoid blaming on the doer for something;
- The passive voice should be used accordingly;
- Change the commanding or imperative tone into requesting one;
- Use the past subjunctive form;
- Use mitigation and avoid overemphasizing your own opinion or irritating your partner;
- Never blame your clients and try to avoid using the words with forcing tone or arousing unpleasantness;
- Use the words or expressions with meaning of joy, thanks and regret, etc.

Please give examples demonstrating this principle in business correspondence.

请举例说明上述原则在商务函电中的运用。

Consideration and Discussion (思考与讨论)

You are required to summarize the principles for business correspondence writing and discuss them with your partner, answering what the seven writing principles that we should observe when we write business letters are.

Project Practice Tasks (项目实践工作任务)

Task Improve the following statements according to the rules to make them effective:

1. He will fly to Germany next week for the purpose of meeting Mr. Stwartz in person.
2. We require cameras that are of a new type.
3. It should be noted that this is the best price we can offer in this season.
4. Your letter is not clear. We can't understand it.
5. For two years, you haven't given us any orders.
6. We allow you 3 percent discount for cash payment.
7. We wish to acknowledge receipt of your letter of July 5.
8. This product is not only welcome for its reasonable price, but also for its fine quality.
9. We are informed that similar goods of American origin have been sold here at a level about 30% lower than yours.
10. Our normal practice is that we usually insure shipments for the invoice value plus 10%.

Pre-work for Next Project (新项目工作任务)

PW 1.1 Start your career and open up your target markets

Each business department tries to find out two of your overseas prospective suppliers on the Internet and two of your potential buyer clients in the target market.

Copy your useful findings in your U disks. You are required to demonstrate what you have found out in class next time.

PW 1.2 Rules for promotion

Think about how to write a letter of sales promotion so as to obtain every successful possibility in promotion of your products. You are required to talk about it in class next time.