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高等学校英语专业系列教材 Textbook Series for Tertiary English Majors **求和STEM**

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Aspects of E-commerce A Course Book

电子商务教程

张华鸣 赵 旻 蓝若宇 编

重庆大学出版社

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Aspects of E-commerce A Course Book 电子商务教程

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清华大学出版社

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内容提要

本书较为全面地透析了电子商务的商务、技术、社会领域。作为教材,其重点着墨于电子商务的起源和商务模式演化、企业资源管理、客户关系管理、电子供应链管理、电子采购管理、电子预报及生产计划管理、电子支付系统、网络安全问题以及电子商务市场策略等。该教材信息丰富,内容新颖,可供英语专业本科电子商务方向的学生使用,也可以作为公共外语的选读内容。

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总 序

进入 21 世纪,我国高等教育呈现快速扩展的趋势。为适应社会、经济的快速发展,人才的培养问题已经比我国任何一个历史时期都显得更为重要。当今,人才的能力和素质的衡量越来越多地采用国际标准,人才的外语水平自然也越来越多地受到培养单位和用人单位的重视,由此引发了对大学外语教学模式、教材和检测机制的新一轮讨论,掀起了新一轮的大学英语教学改革。作为外语师资队伍和外语专业人才培养的高等学校英语专业,相比之下,在教学改革思路、新教材开发和新教学模式探讨等诸方面均显得滞后。尽管高等学校外语专业教学指导委员会英语组针对当前高校发展的新形式和外语专业人才培养的新规格、新模式和新要求,修订出了新的《高等学校英语专业英语教学大纲》,并结合 21 世纪外语人才培养和需求的新形势,制定了由教育部高等教育司转发的《关于外语专业面向 21 世纪本科教育改革的若干意见》,就英语专业的建设提出了指导性的意见,但在实际工作中这两个文件的精神尚未落实。

为此,重庆大学出版社和外语教学界的专家们就国内高等学校英语专业建设所面临的新形势作了专题讨论。专家们认为,把“大纲”的设计和“若干意见”的思想和理念变为现实的一个最直接的体现方式,就是编写一套全新理念的英语专业系列教材;随着我国教育体制的改革,特别是基础教育课程标准的实施,适合高等学校英语专业教学需要的教材也应作相应的调整,以应对中小学英语教学改革的新要求;高等学校学生入学时英语水平的逐年提高和就业市场对外语人才需求呈多元化趋势的实际,对高等学校英语专业的人才培养、教学模式、课程设置、教材建设等方面也提出了严峻挑战,应对这些挑战,同样可以通过一套新的教材体系来实现。

迄今为止,国内尚无一套完整的、系统的英语专业系列教材;目前已有的教材出自不同的出版社,编写的思路和体例不尽相同;现有的教材因出版时间较早,内容、知识结构、教学方法和手段已经不能适应新的发展要求;传统的教材设计多数基于学科的内在逻辑和系统性,较少考虑学习者的全面发展和社会对人才需求的多元化。

自 2001 年开始,在重庆大学出版社的大力支持下,我们成立了由华中、华南、西南和西北地区的知名专家、学者和教学一线教师组成的《求知高等学校英语专业系列教材》编写组,确定了系列教材编写的指导思想和总体目标,即以《高等学校英语专业英语教学大纲》为依据,将社会的需求与培养外语人才的全面发展紧密结合,注重英语作为一个专业的学科系统性和科学性,注重英语教学和习得的方法与规律,突出特色和系列教材的内在逻辑关系,反映当前教学改革的新理念并具有前瞻性;锤炼精品,建立与英语专业课程配套的新教材体系,推动英语专业的教学改革,培养高素质人才和创新人才。

系列教材力求在以下方面有所突破和创新:

第一,教材的整体性。系列教材在课程类型上分为专业技能必修课程、专业知识必修课程、专业技能选修课程、专业知识选修课程和相关专业知识课程等多个板块。在考虑每一种教材针对相应课程的特性和特色的同时,又考虑到系列教材间相互的支撑性。

第二,学生基本技能和实际应用能力的培养。在课程的设计上充分考虑英语作为一个专业来培养学生的基础和基本技能,也充分考虑到英语专业学生应该具备的专业语言、文学和文化素养。同时,教材的设计兼顾到社会需求中对英语专业学生所强调的实际应用能力的培养,除考虑课程和英语专业的培养目的,课程或课程体系应该呈现的学科基本知识和规范外,充分考虑到教材另一方面的功用,即学生通过教材接触真实的语言环境,了解社会,了解文化背景,丰富学生的实践经验。在教材编写中突出强调“enable”,让学习者在实践中学习语言、文学、文化和其他相关知识,更多地强调学习的过程,强调学生的参与,以此提高学生的实际应用技能。

第三,学生的全面发展。对高等学校英语专业学生而言,英语不仅是一门工具,更重要的是一个培养学生人文素质和跨文化意识的学科专业。系列教材强调合作性学习、探索性学习,培养学生的自主性,加强学习策略的指导。通过基础阶段课程的学习,使学生在语言知识、语言技能、文化意识、情感态度和学习策略等方面得到整体发展;在高年级阶段则更多地注重学生的人文精神、专业理论素养、中外文学及文化修养的培养。

第四,教材的开放性。一套好的教材不应该对课堂教学、老师的施教和学生的学习拓展有所制约,应给使用教材的教师和学生留有一定的空间,要让学生感到外语学习是一件愉快的事,通过学习让人思考,给人以自信,引导人走向成功。系列教材的总体设计既考虑严密的学科系统性,也考虑独具特色的开放性。不同地区、不同类型的学校,可以根据自己的生源和培养目标灵活地取舍、选用、组合教材,尤其是结合国内高等学校中正在探讨的学分制,给教与学一个多维度的课程体系。

我们希望通过这套系列教材,来推动高等学校英语专业教学改革,探讨新的教学理念、模式,为英语专业人才的培养探索新的路子,为英语专业的学生拓展求知的空间。

《求知高等学校英语专业系列教材》编委会

2004年8月

关于电子商务教程的使用说明

致教师

《电子商务教程》是为英语专业本科电子商务方向的学生编写的教材。本教材共有 10 章,内容涉及商务、信息、技术、通讯和文化背景等各个角度的问题。由于该教材涵盖面大,信息丰富,教师的教学就面临了新的挑战。在此,我们根据对本书的教学实践,总结出如下几点,仅供大家参考。

首先,教师必须有明确的教学目的。对于英语专业电子商务方向的学生来讲,教学目的主要有两点:一是提高语言技能,二是培养商务技术能力。语言能力表现在阅读、词汇、口语和写作。使用本教材时,课堂语言必须是英语,教师的课件、讲解、提问,课堂学生发言、讨论以及课后作业、模拟商务实践协作等都充分锻炼了学生的听、说、读、写能力。商务技能的训练主要通过基础理论讲解、熟悉电子商务的技术操作和商务的基本概念和运作原则,用基础理论进行电子商务案例分析,进行网站分析和企业策划分析。同时要求学生学会应用并进行模拟实践。其次,本书作为英语专业电子商务方向的教程,使用环境应为配置有电脑和宽带网的网络教室,方便教师随时让学生登录所需网站,进行最新的案例分析和信息共享。

另外,教师的备课应包括课文的熟悉、课件的制作和相关案例的准备三部分。每当开始讨论和讲解新的章节时,教师必须让学生明确学习目标,即每章最开始的 Learning objectives。然后,教师围绕学习目标按各章节的下级标题要求学生泛读课文,并给予难点解释,并针对问题做相应网站展示以及分析。每一章节的最后都设计了针对性较强的练习题。练习题一般分为三部分,第一部分是复习课堂内容,比较简单机械,可以帮助学生再次熟悉课文,建议教师选作学生的课后复习作业,下次课开始时进行课堂抽查。第二部分练习题是深入讨论题,可以选做课堂讨论或课后思考题。第三部分比较灵活,检查学生的动手能力和灵活应用教材知识的能力。

同时,承担本门课的教师必须要注重自身技能培养,不断更新相关信息知识、收集电子商务在全世界的发展状况和出现的问题,以便有丰富的课堂案例。另外建议教师掌握一定的计算机技术知识,学会网站制作图象设计软件的基本使用方法,如 microsoft frontpage, dreamweaver, flash, photoshop 等等,以便更好地调动学生的积极性,并满足他们的求知欲。

《电子商务教程》的试用版已经在四川外语学院英语专业的电子商务方向的教学投入试用,使用效果较好。本教材也可以作为公共外语的选读内容,且可以根据个人的专业和兴趣进行选择性地教学和学习。

Acknowledgements

With the aim of using the book as teaching supporting materials in our conduction of E-commerce course, we have enclosed reference materials from various sources, which are detailed in the attached list of references. Herewith we would like to thank all the copyright holders for our citing the relevant materials; meanwhile Chongqing University Press will inform and contact the copyright holders for any copyright issues upon the publishing of the same.

During the whole process of the completion of the book, many people kindly offered encouragement and support, hereby, we would like to extend our gratitude to all of them, especially, Prof. Chen Jianping, Guangdong University of Foreign Studies, Prof. Xiao Su, Department of English Language & Culture, Sichuan International Studies University, Mr. Rao Banghua, Chongqing University Press, President Tang Yuanming, Chongqing Qingan Mechanical & Electric Manufacturing Co., Ltd., and Associate Prof. Hezheng, English Department, Sichuan International Studies University. Without their strong support, this book would not have been possible.

We would also like to thank the Academic Research & Development Bureau and the Teaching Administration Bureau of Sichuan International Studies University for their financial assistance to the completion of the book.

Zhang Huaming
Zhao Huan
Lan Ruoyu
June 18, 2005

PREFACE

Aspects of E-commerce: A Course Book is designed for English majors who are taking E-commerce as a minor major. As a course book, it assumes that the readers are with strong English language background, sufficient prerequisite knowledge in Internet Technology and Business Management to fully appreciate the contents of this book.

This book captures the entire scope of E-commerce by probing the business issues, technology issues, and societal issues related to all topics. As a course book, it also addresses the evolution of E-commerce, including lessons of both successful and unsuccessful E-commerce ventures and provides a framework for critical thinking about the field. Case studies, questions and projects are at the end of the chapters for in-depth study and follow-up practice.

Considering the time allocation for the conduction of this course, we organize the contents of this book into 10 chapters. Chapter 1, Chapter 2, Chapter 5, Chapter 6, Chapter 7, Chapter 8, and Chapter 10 are compiled by Zhang Huaming, Chapter 3, Chapter 4, and Glossary are compiled by Zhao Huan, and Chapter 7, Chapter 8 and Chapter 9 by Lan Ruoyu.

Due to the time impact and the compilers' limitations of knowledge, this book may contain errors. We apologize for all the errors in advance; meanwhile we appreciate comments, suggestions, and other feedback to continue to improve the book.

Zhang Huaming
Zhao Huan
Lan Ruoyu
June 18, 2005

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C **HAPTER 1**

Overview of Internet and E-commerce

Learning objectives

- ◆ Understand Internet, web, WWW, EDI, E-business and E-commerce.
- ◆ Learn the activities encompassed by electronic commerce and the role of the Internet and World Wide Web.
- ◆ Understand the benefits that can be achieved through the use of electronic commerce.
- ◆ Understand the new economic paradigms and various electronic commerce models.
- ◆ Examine the general nature of business strategies concerning electronic commerce.

Introduction

Electronic commerce is one of the most common business terms in use as we embark on the century of new economic paradigms. So what exactly is electronic commerce and will the term still be important in the years to come, or will it be just another overused and discarded buzzword? How did it come into being? What benefits it can bring to us? Since Internet and the World Wide Web (WWW) as enablers of electronic commerce, so we will examine the history and the development of Internet and WWW as well as their impact on traditional business models. Therefore, Internet, web, WWW, EDI, E-business and E-commerce will be the main focus of this Chapter.



1

What is the Internet?

The Internet is an open world wide communications network, linking countless thousands of computer networks, through a mixture of private and public telephone lines. The Internet provides users with access to electronic mail, news, training and instruction, maps, computer files, games, and countless volumes of information on virtually any subject. It even links customers to commercial web sites, where they can compare and buy products without ever leaving home.

Its component networks are individually run by government agencies, universities, commercial and voluntary organizations. No single organization owns or controls the Internet, though there is an Internet Society that co-ordinates and sets standard for its use.

1. The origins of Internet

The Internet grew out of a long-distance network developed (by the US Government's Advanced Research Projects Agency) in the late 1960s. During the Cold War, the United States Defense Department's Advanced Research Projects Agency (ARPA) began to work on the Internet — originally known as the ARPA net to see if the nation could form a telecommunications network that could survive a nuclear attack. ARPA's design called for transmitted information to be broken up into small chunks, called plackets, so that they could be sent over multiple paths to a single destination for reassembly. Thus, if one portion of the network were disabled, the packets would simply be routed through a different portion. ARPA felt that this scheme would make the network very resistant to attack. The fast, high-volume telephone links proved reliable and the network was extended over the next 10 years to connect 200 computers in military and research establishments throughout the US and overseas. It demonstrated clearly that internetworking (interlinking networks) was both practical and highly useful. Some US universities followed by setting