

中等职业学校国际商务专业教学用书

国际商务实用英语

(上册)

主 编 张大成



华东师范大学出版社

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INTERNATIONAL BUSINESS ENGLISH

国际商务实用英语

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根据《上海市中等职业教育深化课程教材改革行动计划(2004—2007)》，由华东师范大学出版社组织开发编写的国际商务专业教材，经过编写组各位成员一年多的辛勤工作即将正式出版。本专业教材的正式出版是贯彻落实国务院和上海市人民政府《关于大力发展职业教育的决定》，深化中职课程和教材改革的重要举措之一。

2006年颁布的《上海市中等职业学校国际商务专业教学标准》是上海市实施深化课程和教材改革以来首批开发的12个专业教学标准之一。它以“任务引领”为核心，将国际商务专业划分为：外贸单证方向、货运代理方向、报关报检方向、国际物流方向等4种专业方向。同时根据专业教学标准开设28门课程，其中包括国际商务字符录入、国际贸易业务流程、常用国际商务单证制作、国际商务信息处理、国际商务法律法规、国际商务实用英语等6门专业核心课程，国际商务单证缮制与审核等15门专业方向课程，以及语文等7门公共基础课程。

本专业教材在编写中力求突出以下特点：

★ **任务引领**：通过设置符合国际商务实际的工作任务来完成教学目标，使学生在完成任务的过程中使自己的知识、技能和态度诸方面得到提升，从而培养他们的综合职业能力。

★ **项目驱动**：教学任务的完成是通过若干个与职场实际联系紧密的项目来实现的。不同的项目能激发学生的学习兴趣，完成任务后的成就感反过来又会提高学生的学习动机。

★ **能力为本**：在教学目标的制定、课程内容的安排，以及教学评估的设计等方面都充分注意到了学生的能力培养。引导学生用国际商务的基础知识来解决国际商务活动中的实际问题，提高自己解决问题的综合能力。学生不仅能较好地完成学习任务，而且

还能满足职业技能考核的需要,充分体现职业教育课程的本质特征。

★ **内容适当:**在教学内容的安排上,充分考虑了项目任务的实施要求。不再片面强调知识的系统性,而是注重实用性和适用性,使理论与实践得到有机的融合。

★ **形式活泼:**教材尽可能地采用案例教学的模式,以唤起学生的学习热情,更好地实现教学目标。不仅如此。我们还以新颖、生动的表现形式和图文并茂的叙述风格来编排教材,以最大限度地满足当代中职学生的阅读习惯。

我们希望本专业教材的出版能为上海市中等职业教育改革的探索作出微薄的贡献,也希望各学校在使用本专业教材进行教学的过程中能够提出更多有益的意见,以便于我们今后对本专业教材做出更好的修改,为达到“任务引领”这一核心目标而努力。我们将本着立足上海,服务全国的宗旨,为我国职业教育的发展奉献绵薄之力。

本专业教材的开发得到了各方的大力协助和支持,在此一并表示感谢。

国际商务专业教材编写委员会
2007年8月

本书是中等职业学校国际商务专业学生学习相关英语技能的教材。本书是依据《上海市中等职业学校国际商务专业教学标准》进行编写的,并以就业为导向,以能力为本位,以岗位需要和职业标准为依据,以促进学生职业生涯发展为目标的要求编制。在教学过程中,要求教师掌握任务引领的教学要求及目的,明确定位。本书的主要教学目的在于让学生通过学习和训练,能初步利用英语进行沟通和处理国际商务英文函电,具备阅读外贸单证、报关报检、货运代理和国际物流等外贸业务中常用的英文文件,以及进行对外业务沟通的基本职业能力。

本套教材分为上下两册。本书为上册,包括外贸函电和外贸合同。内容编写由浅入深、循序渐进。书中的贸易术语、习惯用语及情景口语反复出现,以便学生加强记忆;对常用业务的标识和英文缩写及合同单证实样给予展示,以便学生识记。对知识性、指导性的业务知识,书中也给予注释或以小贴士形式作了补充,以扩大学生的业务视野。在教学中,教师可视学生的具体情况提出不同的学习要求。书中对必须掌握的国际商务英语应用技能安排了听、说、读、写的练习,以提高学生的实际操作能力,教学中应以任务引领为原则,让学生反复练习。

本书由马漓编写第一至九单元、胡靖华编写第十至十五单元,全书由张大成担任主编并统稿。由于本书是根据任务引领理念编写的,因此要求教师必须熟悉企业的职业岗位技术标准,同时,在教学中摸索任务引领教学的方法和手段。

由于时间仓促,编者能力有限,书中的不足之处在所难免,希望广大使用者提出宝贵意见。

编者

2007年8月

出版说明

CHUBANSHUOMING

本书是根据《上海市中等职业学校国际商务专业教学标准》编写的,供国际商务等相关专业学生掌握商务英语听说、函电等知识的教学用书。本书知识体系和选用信息新颖,针对性强,专门为中职学生度身量做。

本套书共两册,本书为上册,共 16 个单元内容。为了便于教学,本书设计了以下栏目:

General Introduction	整个单元的导入部分
Dialogue	包含各种商务信息的对话
Key Words & Phrases	整个单元涉及的生词及短语
Situation	与本单元相关的函电内容
Tips	相关商务知识
Tasks	单元学习任务

为了方便老师的教学活动,本书还配套有:

《国际商务实用英语·教师手册》:含有各章的教学要求、教材中 Tasks 的答案等。

《国际商务实用英语》配套磁带:分上下册共两盘,包含各单元的 Key Words & Phrases 和 Dialogue 的朗读,并可跟读,以提升学生的商务英语听说能力。

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Unit 1 Business Letter—Writing

Objectives

通过本单元的学习，要求学生学会如何用英文书写信封；掌握商务信函的格式和不同风格；了解写好商务信函的原则和技巧。

General Introduction

在当今高速发展的社会中,竞争越来越激烈,人们相互间的交往变得越来越频繁和重要。

通常商务信函是用来传递业务信息、报盘、还盘,以及各种业务往来的。商业信函是公司与客户联系的主要渠道,这些信函的内容和指挥,会给客户留下某种印象。写好商务信函的秘诀在于要写得简洁、自然、友好。除此之外,要达到写信的目的,商务人员应具备良好的英语写作技巧、了解贸易理论和实务、了解术语和掌握一定的客户心理及推销技巧。

Dialogue



王先生是某国际贸易公司的经理,他请他的助手李莉写封信给他们公司一位十分重要的客户……(Mr. Wang, the manager of the international trade company asks his assistant Li Li to write a business letter to one of their important clients...)



Mr. Wang: Li Li, could you do me a favor?

Li Li: Sure, what can I do for you?

Mr. Wang: Please write a business letter to Mr. Morris, and tell him about the details about the International Fair next week.

Li Li: Okay, I'll do it immediately.

Mr. Wang: Excellent, the letter should be clear and polite.

Li Li: No problem.

Key Words & Phrases

- | | |
|--|------------------------------------|
| 1. remittance <i>n.</i> 汇款 | 8. concreteness <i>n.</i> 有形;具体 |
| 2. endeavor <i>n. & v.</i> 努力,尽力 | 9. conciseness <i>n.</i> 简明;简洁 |
| 3. anticipate <i>vt.</i> 预期,占先 | 10. courtesy <i>n.</i> 礼貌,殷勤,好意 |
| 4. commence <i>vt. & vi.</i> 开始,倡导 | 11. tactful <i>adj.</i> 机智的,老练的 |
| 5. utilize <i>vt.</i> 利用 | 12. thoughtful <i>adj.</i> 沉思的;体贴的 |
| 6. dispatch <i>n. & v.</i> 派遣,发送 | 13. modest <i>adj.</i> 谦逊的,羞怯的,适度的 |
| 7. reference <i>n. & v.</i> 提及,涉及;参考 | |

Situation 1

Layout of Business Letter & Writing Style

Look at the business letter and know the layout of each part.

EL Mar Trading Company **Sender's address**

16 Richmond Street, Sheffield

U. K. S20 1BJ

15 October, 2006 **Date**

Office of the Attorney, AAA Company **Recipient's name and address**

123 Main Street, Centerville, IL6666 U. S. A.

Dear Sir, **Salutation**

.....

..... **Body**

.....

Yours faithfully, **Complimentary close**

Nancy Hatton **Signature**

Nancy Hatton **Sender's name**

Sales Manager **Position**

Encl: /Encs **Enclosure**

Notes

1. Sender's address(发信人地址): It includes company's name and postal address. In letterhead, these are usually printed together with the company logo and contacts such as telephone number, email address, website, etc.

2. Date(日期): It is written in the order of day / month / year, such as "15 October, 2006", with no abbreviation.

3. Recipient's name and address(收信人姓名和地址): The full name of the recipient is required with a courtesy title before it, e. g. Mr, Mrs, Miss, etc. The information should be given in a way like this: 1) receiver's name or his official title; 2) company's name; 3) number of the house and name of the street; 4) district, name of the town or city; 5) state or province, ZIP code; 6) name of the country.

4. Salutation(称呼): The family name is needed only, with a courtesy title before it, e. g. Dear Mr Hatton. Sometimes, it depends on the writer's relationship

with the receiver. On formal occasions or when you are not well acquainted with the recipient, please use: Dear Sirs, Dear Sir / Madam / Gentlemen. If you know the receiver's name, please write out his or her name as follows: Mr, Mrs, Miss, Ms.

5. Body(内容): It is the central part of the letter, usually following a subject line. The message is separated into paragraphs with one line space between them. Before you write it, you must consider two points as follows: 1) What is the purpose to write this letter? 2) How to present the letter in the best way?

6. Complimentary close(结尾): The complimentary close is merely a polite way to bring the letter to an end. "Yours faithfully" is used in letters beginning with "Dear Sir", "Dear Sir / Madam", and "Your sincerely" is used to match "Dear (name)". It is usually given from the second line below the closing sentence of the letter.

7. Signature(签名): It is just the sender's name written by himself / herself.

8. Sender's name(发信人姓名): It is the sender's name in print form.

9. Position(职务): It is the title of the sender with the company. This is not necessary when the letter is mailed from a home address.

10. Enclosure(内附): This is an indication of something that is enclosed in the letter, such as a cheque, a catalogue, etc.

Tips

There are numerous ways to lay out business letters, but the simplest, quickest and most widely used one is the fully blocked layout. This means that every line of the letter begins at the left-hand margin, with a space of one line between parts of the letter.

商务信函通常有缩进式、完全齐头式和半齐头式(或混合式)三种写作格式。其中最简单最常用的是完全齐头式,即信件所有的写信人的地址、发信日期,以及信件内容、姓名、签字等,统统紧靠左边。

Situation 2

Addressing Envelopes

According to the information in the business letter, address the envelopes.

EL Mar Trading Company

16 Richmond Street, Sheffield... sender's address

U. K. S20 1BJ

Office of the Attorney, AAA Company

123 Main Street, Centerville,

IL666 U. S. A. ... recipient's name and address

BY AIR MAIL

STAMP

Situation 3

Good writing principles and rules

Compare the following words and sentences, which do you think is a better writing style?

- ① assist→help
- ② terminate→end
- ③ remittance→payment
- ④ endeavor→try
- ⑤ anticipate→expect
- ⑥ commence→start
- ⑦ purchase→buy
- ⑧ utilize→use
- ⑨ dispatch→send
- ⑩ Enclosed please find...→I am enclosing...
- ⑪ In accordance with the terms of your warranty...→Your warranty provides...
- ⑫ Reference is making herewith...→I am referring to...
- ⑬ We'll contact you when it's OK.→We shall contact you when it is ready.
- ⑭ Looking forward to seeing you in the near future.→I am looking forward to seeing you soon.
- ⑮ We have got your letter of 12 October.→Thank you for your letter of 12 October.
- ⑯ Do you think you could possibly send me the correct size?→Would you please replace the dress with the correct size?

Notes

In writing business letters, we should always bear in mind the essential qualities of them—the 5Cs: completeness, concreteness, clearness, conciseness, and courtesy.

1. Completeness(完整): A business letter is successful and functions well only when it contains all the necessary information. When writing, all the matters are discussed, and all the questions are answered.

2. Concreteness(具体): Business letters should avoid being too general. The following guidelines can help us write concretely: ① Use specific facts and figures; ② Prefer active verbs to passive verbs or words in which action is hidden; ③ Choose vivid, image-building words.

3. Clearness(清楚): In order to make sure your letters is clear enough, we

should choose plain, simple, familiar, conversational, straight-forward words.

4. Conciseness(简洁): Conciseness means to express in as few words as possible without sacrificing completeness, concreteness and courtesy. We can omit trite expressions, avoid unnecessary expressions and organize the letter effectively.

5. Courtesy(礼貌): We should be sincerely tactful, thoughtful and appreciative; take a personable, friendly and modest tone; and be prompt in reply.

Tips

Some Rules of Good Writing:

- (1) Study your reader's interests;
- (2) Adopt the right tone;
- (3) Write naturally and sincerely;
- (4) Avoid wordiness;
- (5) Avoid commercial jargon;
- (6) Write effectively;
- (7) Avoid monotony;
- (8) Plan your letter;
- (9) Pay attention to the first and last impressions.



Tasks

I. Answer the questions.

1. What are the main ten parts that a business letter usually involves?
2. Could you list some golden rules to write a good business letter?

II. Fill in the blanks with appropriate words or expressions.

1. The shipment will be made _____ schedule.
2. Our prices remain unchanged _____ the recent rise of the market.
3. We're sure that you'll have no difficulty _____ pushing the sales.
4. I hope you'll take _____ consideration the conditions _____ our market.
5. To be frank _____ you, a discount _____ 2% _____ your prices wouldn't help very much.
6. _____ our friendly relations, we'll give you a 2% commission _____ all our sales.
7. We have to keep our prices _____ the rising cost of production.
8. Sometimes it makes things easier _____ the seller to arrange the shipping space.
9. Your price is higher _____ some of the quotations we have received from other sources.

10. To be frank with you, We'd hardly be willing to make you a firm offer _____ price.

III . Translation.

Dear Sirs,

Frankly, we are greatly surprised at the price you offer us. We had expected much lower price. We don't think we can succeed in persuading our clients to buy at such high prices. In addition, the market prices are changing frequently. How can I be sure that the market will not fall before the arrival of goods at our port?

Your immediate reply would be highly appreciated.

Yours truly,

×××

IV . Write a reply letter to the above letter, which should include the following points.

1. This year prices are higher than last year's.
2. Our quality of the products are high.
3. We can try delivering the goods in August.
