



21 世纪远程教育精品教材·经济与管理系列

商务英语

主编 王学文



 中国人民大学出版社

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总序

我们正处在教育史、尤其是高等教育史上的一个重大的转型期。在全球范围内，包括在我们中华大地，以校园课堂面授为特征的工业化社会的近代学校教育体制，正在向基于校园课堂面授的学校教育与基于信息通信技术的远程教育相互补充、相互整合的现代终身教育体制发展。一次性学校教育的理念已经被持续性终身学习的理念所替代。在高等教育领域，从1088年欧洲创立博洛尼亚（Bologna）大学以来，21世纪以前的各国高等教育基本是沿着精英教育的路线发展的，这也包括自19世纪末创办京师大学堂以来我国高等教育短短一百多年的发展史。然而，自20世纪下半叶起，尤其在迈进21世纪时，以多媒体计算机和互联网为主要标志的电子信息技术正在引发教育界的一场深刻的革命。高等教育正在从精英教育走向大众化、普及化教育，学校教育体系正在向终身教育体系和学习型社会转变。在我国，党的十六大明确了全面建设小康社会的目标之一就是构建学习型社会，即要构建由国民教育体系和终身教育体系共同组成的有中国特色的现代教育体系。

教育史上的这次革命性转型绝不仅仅是科学技术进步推动的。诚然，以电子信息技术为主要代表的现代科学技术的进步，为实现从校园课堂面授向开放远程学习、从近代学校教育体制向现代终身教育体系和学习型社会的转型提供了物质技术基础。但是，教育形态演变的深层次原因在于人类社会经济发展和社会

生活变革的需求。恰在这次世纪之交,人类社会开始进入基于知识经济的信息社会。知识创新与传播及应用、人力资源开发与人才培养已经成为各国提高经济实力、综合国力和国际竞争力的关键和基础。而这些仅仅依靠传统学校校园面授教育体制是无法满足的。此外,国际社会面临的能源、环境与生态危机,气候异常,数字鸿沟与文明冲突,对物种多样性与文化多样性的威胁等多重全球挑战,也只有依靠世界各国进一步深化教育改革与创新,促进人与自然的和谐发展才能得到解决。正因为如此,我国党和政府提出了“科教兴国”、“可持续发展”、“西部大开发”、“缩小数字鸿沟”以及“人与自然和谐发展”的“科学发展观”等基本国策。其中,对教育作为经济建设的重要战略地位和基础性、全局性、前瞻性产业的确认,对高等教育对于知识创新与传播及应用、人力资源开发与人才培养的重大意义的关注,以及对发展现代教育技术、现代远程教育和教育信息化并进而推动国民教育体系现代化,构建终身教育体系和学习型社会的决策更得到了教育界和全社会的共识。

在上述教育转型与变革时期,中国人民大学一直走在我国大学的前列。中国人民大学是一所以人文、社会科学和经济管理为主,兼有信息科学、环境科学等的综合性、研究型大学。长期以来,中国人民大学充分利用自身的教育资源优势,在办好全日制高等教育的同时,一直积极开展远程教育和继续教育。中国人民大学在我国首创函授高等教育。1952年,校长吴玉章和成仿吾创办函授教育的报告得到了刘少奇的批复,并于1953年率先招生授课,为新建的共和国培养了一大批急需的专门人才。在上世纪90年代末,中国人民大学成立了网络教育学校,成为我国首批现代远程教育试点高校之一。经过短短几年的探索和发展,中国人民大学网络教育学院创建的“网上人大”品牌,被远程教育界、媒体和社会誉为网络远程教育的“人大模式”,即“面向在职成人,利用网络学习资源和虚拟学习社区,支持分布式学习和协作学习的现代远程教育模式”。成立于1955年的中国人民大学出版社是新中国建立后最早成立的大学出版社之一,是教育部指定的全国高等学校文科教材出版中心。在过去的几年中,中国人民大学出版社与中国人民大学网络教育学院合作策划、创作出版了国内第一套极富特色的“现代远程教育系列教材”。这些凝聚了中国人民大学、北京大学、北京师范大学等北京知名高校学者教授、教育技术专家、软件工程师、教学设计师和编辑们广博才智的精品课程系列教材,以印刷版、光盘版和网络版立体化教材的范式探索构建全新的远程学习优质教育资源,实现先进的教育教学理念与现代信息通信技术的有效结合。这些教材已经被国内其他高校和众多网络教育学院所选用。中国人民大学出版社基于“出教材学术精品,育人文社科英才”理念的努力探索及其初步成果已经得

到了我国远程教育界的广泛认同，是值得肯定的。

今年4月，我被邀请出席《中国远程教育》杂志与中国人民大学出版社联合主办的“远程教育教材的共建共享与一体化设计开发”研讨会并做主旨发言，会后受中国人民大学出版社的委托为“21世纪远程教育精品教材”撰写“总序”，这是我的荣幸。近几年来，我一直关注包括中国人民大学网络教育学院在内的我国高校现代远程教育试点工程。这次，更有机会全面了解和近距离接触中国人民大学出版社推出的“21世纪远程教育精品教材”及其编创人员。我想将我在上述研讨会上发言的主旨做进一步的发挥，并概括为若干原则作为我对包括中国人民大学出版社、中国人民大学网络教育学院在内的我国网络远程教育优质教育资源建设的期待和展望：

- 现代远程教育教材的教学内容要更加适应大众化高等教育面对在职成人、定位在应用型人才培养上的需要。

- 现代远程教育教材的教学设计要更加适应地域分散、特征多样的远程学生自主学习的需要，培养适应学习型社会的终身学习者。

- 在我国网络教学环境渐趋完善之前，印刷教材及其配套教学光盘依然是远程教材的主体，是多种媒体教材的基础和纽带，其教学设计应该给予充分的重视。要在印刷教材的显要部位对课程教学目标和要求做明确、具体、可操作的陈述，要清晰地指导远程学生如何利用多种媒体教材进行自主学习和协作学习。

- 应组织相关人员对多种媒体的远程教材进行一体化设计和开发，要注重发挥多种媒体教材各自独特的教学功能，实现优势互补。要特别注重对学生学习活动、教学交互、学习评价及其反馈的设计和实现。

- 要将对多种媒体远程教材的创作纳入到对整个远程教育课程教学系统的一体化设计和开发中去，以便使优质的教材资源在优化的教学系统、平台和环境，在有效的教学模式、学习策略和学习支助服务的支撑下获得最佳的学习成效。

- 要充分发挥现代远程教育工程试点高校各自的学科资源优势，积极探索网络远程教育优质教材资源共建共享的机制和途径。

中华人民共和国教育部远程教育专家顾问

丁兴富

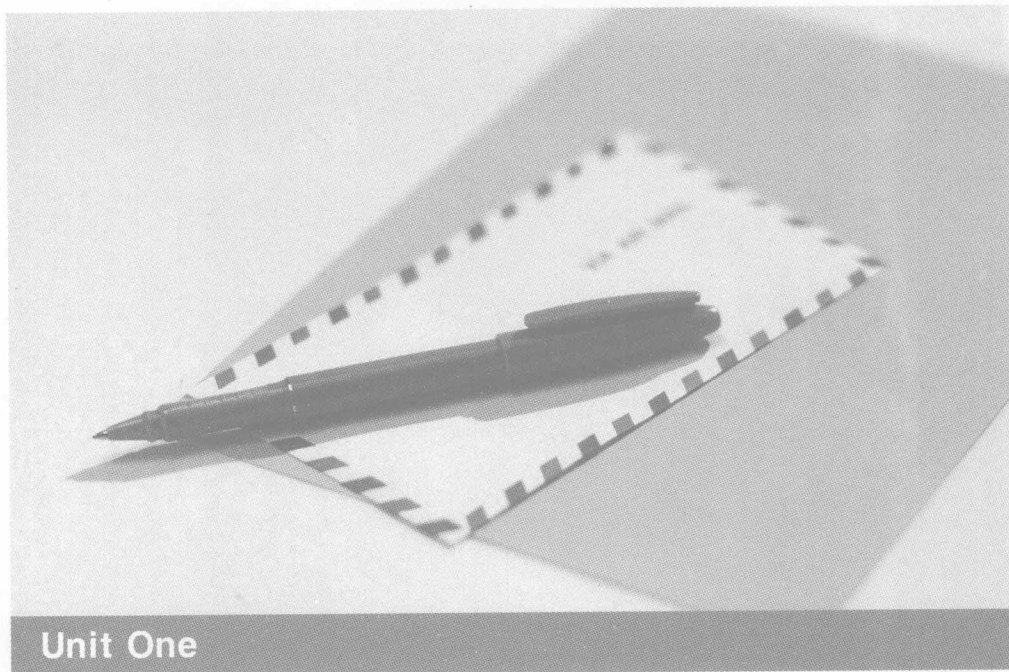
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目 录

Unit One General Description of International Business	1
Lesson One International Business	3
Lesson Two Income Level and the World Market	22
Lesson Three Regional Economic Integration	45
Lesson Four Economic Globalization and Multinational Corporations	66
Unit Two Theory and Practice of International Trade	87
Lesson One International Trade	89
Lesson Two The Business Contract	107
Lesson Three Modes of Trade	123
Lesson Four Incoterms 2000	140
Lesson Five International Payment	158
Lesson Six The Letter of Credit (I)	173
Lesson Seven The Letter of Credit (II)	189
Lesson Eight Major Documents Required in World Trade	205
Lesson Nine International Transportation	222
Lesson Ten Insurance (I)	239
Lesson Eleven Insurance (II)	255
Unit Three International Finance and Investment	271
Lesson One The International Monetary System and Exchange Rate	273
Lesson Two Foreign Direct Investment	294
Lesson Three International Financial Organizations	313
Unit Four International Organizations Relevant to International Business	331
Lesson One WTO and China	333
Lesson Two The United Nations Conference on Trade and Development	357

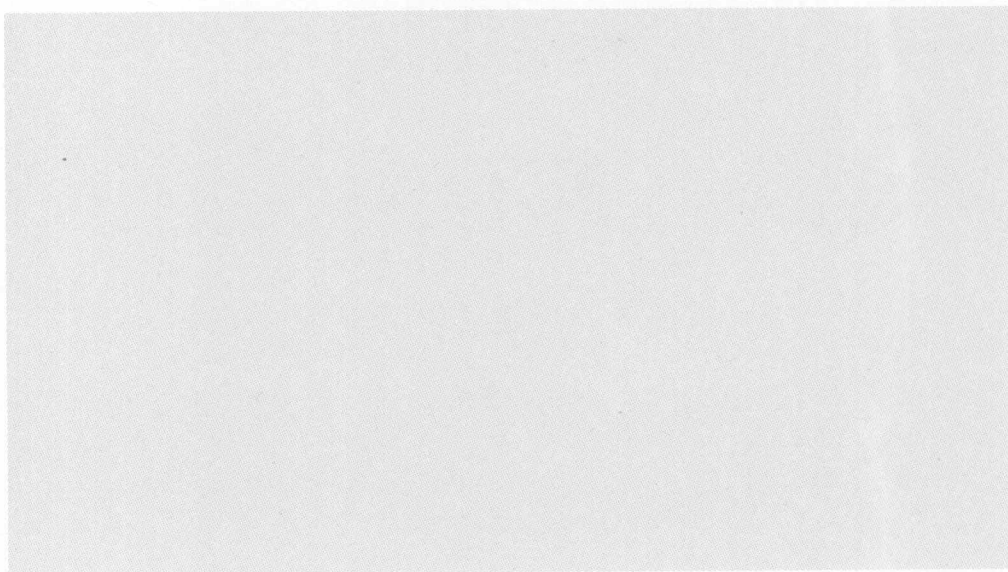
《商务英语》课程宗旨、内容和要求	372
《商务英语》考试大纲	375
《商务英语》考试例题分析	386
《商务英语》考试样卷	390
Mid-term Exercises for Business English (I)	397
Mid-term Exercises for Business English (II)	403
试题库	409
后记	456

Unit Two Theory and Practice of International Trade	87
Lesson One International Trade	89
Lesson Two The Business Contract	107
Lesson Three Modes of Trade	123
Lesson Four Incoterms 2000	140
Lesson Five International Payment	158
Lesson Six The Letter of Credit (I)	173
Lesson Seven The Letter of Credit (II)	189
Lesson Eight Major Documents Required in World Trade	205
Lesson Nine International Transportation	222
Lesson Ten Insurance (I)	239
Lesson Eleven Insurance (II)	255
Unit Three International Finance and Investment	271
Lesson One The International Monetary System and Exchange Rate	273
Lesson Two Foreign Direct Investment	294
Lesson Three International Financial Organizations	313
Unit Four International Organizations Relevant to International Business	331
Lesson One WTO and China	333
Lesson Two The United Nations Conference on Trade and Development	357



Unit One

General Description of International Business





International Business

International business refers to transactions between parties from different countries. Sometimes business across the borders of different customs areas of the same country is also regarded as import and export, such as business between Hong Kong and Taiwan.

International business involves more factors and thus is more complicated than domestic business. The following are some major differences between the two.

1. The countries involved often have different legal systems, and one or more parties will have to adjust themselves to operate in compliance with the foreign law.
2. Different countries usually use different currencies and the parties concerned will have to decide which currency to use and do everything necessary as regards conversion etc. . Uncertainties and even risks are often involved in the use of a foreign currency.
3. Cultural differences including language, customs, traditions, religion, value, behaviour etc. often constitute challenges and even traps for people engaged in international business.
4. Countries vary in natural and economic conditions and may have different policies towards foreign trade and investment, making international business more complex than domestic business.

With the development of economic globalization, few people or companies can completely stay away from international business. Some knowledge in this respect is necessary both for the benefit of enterprises and personal advancement.

International business first took the form of commodity trade, i. e. exporting and importing goods produced or manufactured in one country for consumption or resale in another. This form of trade is also referred to as visible trade. Later a different kind of trade in the form of transportation, communication, banking, insurance, consulting, information etc. gradually became more and more important.

This type of trade is called invisible trade. Today, the contribution of service industries of the developed countries constitutes over 60% of their gross domestic products and account for an increasing proportion of world trade.

Another important form of international business is supplying capital by residents of one country to another, known as international investment. Such investments can be classified into two categories. The first kind of investments, foreign direct investments or FDI for short is made for returns through controlling the enterprises or assets invested in in a host country. The host country is a foreign country where the investor operates, while the country where the headquarters of the investor is located is called the home country. The second kind of investment, portfolio investment, refers to purchases of foreign financial assets for a purpose other than controlling. Such financial assets may be stocks, bonds or certificates of deposit. Stocks are also called capital stocks or bonds. Bonds are papers issued by a government or a firm with promise to pay back the money lent or invested together with interest. The maturity period of a bond is at least one year, often longer, for example five, or even ten years. Certificates of deposit generally involve large amounts, say 25 thousand US dollars.

Besides trade and investment, international licensing and franchising are sometimes taken as a means of entering a foreign market. In licensing, a firm leases the right to use its intellectual property to a firm in another country. Such intellectual property may be trademarks, brand names, patents, copyrights or technology. Firms choose licensing because they do not have to make cash payments to start business, and can simply receive income in the form of royalty. Besides, they can benefit from location advantages of foreign operation without any obligations in ownership or management. The use of licensing is particularly encouraged by high customs duty and non-tariff barriers on the part of the host country. However it is not advisable to use licensing in countries with weak intellectual property protection since the licensor may have difficulty in enforcing licensing agreement.

Franchising can be regarded as a special form of licensing. Under franchising, a firm, called the franchisee, is allowed to operate in the name of another, called the franchiser who provides the former with trademarks, brand names, logos, and operating techniques for royalty. In comparison with the relation between the licensor and the licensee, the franchiser has more control over and provides more

support for the franchisee.

The franchiser can develop internationally and gain access to useful information about the local market with little risk and cost, and the franchisee can easily get into a business with established products or services. Franchising is fairly popular especially in hotel and restaurant business.

Other forms for participating in international business are management contract, contract manufacturing, and turnkey project.

Under a management contract, one company offers managerial or other specialized services to another within a particular period for a flat payment or a percentage of the relevant business volume. Sometimes bonuses based on profitability or sales growth are also specified in management contracts. Government policies often have a lot to do with management contracts. When a government forbids foreign ownership in certain industries it considers to be of strategic importance but lacks the expertise for operation, management contracts may be a practical choice enabling a foreign company to operate in the industry without owning the assets.

By contract manufacturing, a firm can concentrate on their strongest part in the value chain, e. g. marketing, while contracting with foreign companies for the manufacture of their products. Such firms can reduce the amount of their resources devoted to manufacture and benefit from location advantages from production in host countries. However, loss of control over the production process may give rise to problems in respect of quality and time of delivery.

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.

BOT is a popular variant of the turnkey project where B stands for build, O for operate and T for transfer. For a BOT project, a firm operates a facility for a period of time after building it up before finally transferring it to a foreign company. Making profit from operating the project for a period is the major difference between BOT and the common turnkey project. Needless to say, the contractor has to bear the financial and other risks that may occur in the period of operation.

Words and Expressions

生词与短语

1	transaction	<i>n.</i>	交易
2	customs area		关税区
3	in compliance with		遵从, 遵照
4	conversion	<i>n.</i>	货币兑换
5	visible trade		有形贸易
6	resale	<i>n.</i>	转售
7	invisible trade		无形贸易
8	gross domestic product		国内生产总值
9	for short		缩写为
10	account for		占……比例
11	headquarters	<i>n.</i>	总部
12	trap	<i>n.</i>	陷阱, 圈套
13	portfolio investment		证券投资
14	stocks	<i>n.</i>	股票
15	bonds	<i>n.</i>	债券
16	maturity	<i>n.</i>	(票据等) 到期, 到期日
17	certificate of deposit		大额存单
18	other than		而不是
19	licensing	<i>n.</i>	许可经营
20	franchising	<i>n.</i>	特许经营
21	trademark	<i>n.</i>	商标
22	advisable	<i>adj.</i>	可行的, 适当的
23	patent	<i>n.</i>	专利
24	royalty	<i>n.</i>	专利使用费, 许可使用费, 版税
25	copyright	<i>n.</i>	版权
26	licensor	<i>n.</i>	给予许可的人
27	licensee	<i>n.</i>	接受许可的人
28	franchiser	<i>n.</i>	给予特许的人
29	franchisee	<i>n.</i>	接受特许的人
30	logo	<i>n.</i>	标识, 标记
31	management contract		经营合同
32	expertise	<i>n.</i>	专门知识
33	bonus	<i>n.</i>	红利, 奖金, 津贴
34	flat	<i>adj.</i>	一律的, 无变动的
35	contract manufacturing		承包生产
36	value chain		价值链

37	turnkey project	交钥匙工程
38	BOT (Build-Operate-Transfer)	建设—经营—移交
39	stand for	表示, 代表
40	variant	n. 变形, 变体

Explanations and Comments

讲评

This lesson offers an overall picture of international business, covering its definition, features, and major types.

本课是对国际商务的概述, 包括定义、特点及主要种类。

Part One (Paragraph 1) gives the definition of international business. Attention should be paid to the fact that transactions between different customs areas are also regarded as import and export though they are not done internationally.

第一部分(第一段)讲了国际商务的定义。注意同一国家内不同独立关税区之间的商务交往也视作进出口活动。

【讲解】

【refer to】: concerning, directed towards 指的是。It is also often used to mean “consult, look up (请教, 查阅)”。e. g. refer to the teacher 请教老师; refer to the dictionary 查字典。Remember to use the prep. “to” after “refer”. 注意动词“refer”后面用介词“to”。

【parties】: 当事人、参与者, 不作政党解。A party can be a person, an organization or even a country. “Party”可指人、组织或国家。e. g. China was a contracting party to GATT. 中国是关贸总协定的缔约国。

【customs area】: 关税区。A customs area is usually a sovereign country. But a part of a country may also have independent customs and thus becomes a customs area. e. g. Hong Kong, Macao, and Taiwan of China. 关税区一般是一个主权国家, 但有时一个国家的一部分也可能是一个独立关税区, 如中国的香港、澳门、台湾。

Part Two (Paragraphs 2 - 6) tells us the features of international business as compared with domestic business. To put it simple, international business involves more factors and is therefore more complicated as it is conducted in different legal systems, cultural backgrounds, and natural and economic conditions, and the

parties concerned have to deal with different currencies.

第二部分(第二段至第六段)讲述国际商务与国内商务的不同特点。简而言之,国际商务是在不同的法律制度、文化背景、自然条件、经济状况下进行的,有关各方使用不同的货币,比国内商务涉及的因素要多,所以更复杂。

【讲解】

【in compliance with】: in accordance with regulations, laws etc. 遵循规则、法律等。

【currency】: money in use in a country, generally a bit more formal than the word “money”. 货币,一般较“money”正式一些。

【conversion】: change of money 货币兑换。The verb form is “convert”. 其动词形式是“convert”。e. g. to convert Renminbi into US dollar 把人民币兑换成美元。

【conditions】: The word is used in the plural form as it refers to specific circumstances. 这个单词在此处指具体条件,是可数名词,故用复数。However, it is uncountable when used in the general sense. 但它指总体概念时是不可数名词。e. g. in good condition, in poor condition etc..

Part Three (Paragraph 7) is a transitional paragraph, introducing the major types of international business mentioned below.

第三部分(第七段)是过渡段,引出下文国际商务的主要种类。

【讲解】

【personal advancement】 personal improvement, progress and promotion 个人的提高、进步、晋升。

Part Four (Paragraph 8) is about trade which is further divided into commodity trade or visible trade and service trade or invisible trade.

第四部分(第八段)讲述贸易,分为商品贸易(又称有形贸易)和服务贸易(又称无形贸易)。

【讲解】

【one ... another】: When the expression is used, three or more parties are generally involved. When it only involves two parties “the one ... the other” is to be used. 涉及三方或更多方时用“one ... another”,涉及两方时用“the one ... the other”。

【banking】: The business run by the bank. It is different from the word “bank”. 指银行业、银行业务,与“bank”含义不同。

【industries】: The word here means “产业,行业” instead of “工业”。It is in

plural form since it refers to various specific service industries such as transportation, banking, insurance, etc.. 因指交通、银行、保险等各种服务业，故用复数。

【gross domestic product (GDP)】: Though translated into “国内生产总值”, it can be used to describe the total output of a province or even a county. 也可用于表达一省甚至一县的总产值 .e. g. The GDP of Guangdong Province is many times larger than that of Qinghai Province. 广东省的 GDP 比青海省大好多倍。

Part Five (Paragraph 9) is on investment which is again classified into foreign direct investment, FDI for short, and portfolio investment, and learners should know the differences between them.

第五部分（第九段）讲投资，包括外国直接投资（简称 FDI）和证券投资，应注意区别二者的不同。

【讲解】

【for short】: as a shorter form 简称. e. g. The World Trade Organization, WTO for short, started operation in 1995. 世界贸易组织，简称 WTO，1995 年开始运作。

【assets】: The word is usually in plural form when used in the sense of things with money value owned by a person or an organization. “Assets” 作财产、资产解时通常用作复数。

【in in】: The two “in’s” in the sentence “... through controlling the enterprises or assets invested in in a host country.” play different roles and neither can be omitted. The first “in” is used together with the verb “invest”, with “enterprises” and “assets” as its object. 本句中两个 in 的作用不同，都不能省去。第一个 in 和 invest 连用，其宾语是 enterprises 和 assets。第二个 in 的宾语是 host country。

【host country】: the country where foreign investment is made 投资东道国。

【headquarters】: 总部。The word is always used in the plural form. “Headquarters” 总是以复数形式出现。

【home country】: the country where the headquarters of the investor is 投资国。

【financial assets】: 金融资产。referring to stocks, bonds etc. 指股票、债券等。

【bonds】: papers issued by a company or a government as certificate for having raised funds by way of borrowing with promise to pay back with interest when due. The maturity period of a bond is usually quite long, for instance 10 or 20 years, or even longer. 债券，由公司或政府发行，期限一般较长，可达 10 年或 20 年，甚至更长。