

21世纪商务英语系列教材

国际贸易实务

English
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Course
Business

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English



International

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rade Practice

丁静辉 杜国荣 /主编



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国际贸易实务

International Trade Practice

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前言

融入经济全球化大潮中的中国同世界各国的经济合作和贸易往来日益增加。中国已成为世界排名第三的贸易大国,国际贸易在国民经济中正在发挥着越来越大的作用。快速运行的全球经济和日益频繁的对外经济贸易都呼唤既有娴熟的外语语言技能、又有商贸专业知识的复合型人才。这种需求是单纯的语言型外语专业或外语能力水平单一的专业教育所不能满足的。在全球经济互动的形势下,“专业+英语”或“英语+专业”的复合型人才将在未来的竞争中处于优势,商务英语或经贸英语作为以国际商务为语言背景的应用性学科,已成为一门备受人们青睐的热门专业。目前国内许多大学实行了“英语+商务专业”的办学方针和复合人才培养模式;同样,也有许多大学将其专业教学计划细化为“专业主干课程+英语”的课程体系,实行双语教学。不管是“商务英语”或“经贸英语”还是其他专业课程试行的“双语教学”,其根本教学目标是相同的,即增强学生直接使用英语从事国际经贸的涉外能力、适应能力以及国际商务实战能力。商务人员希望通过对“商务英语”这一学科的学习提高英语的实际运用能力;英语专业的学生希望通过对该学科的学习,熟悉和掌握基本的商务专业知识。同样,财经专业的学生渴望通过“双语教学”模式同时提高其专业水平和英语水平,以及直接使用英语从事相关专业。为了满足国际贸易迅猛发展的新形势需要,我们编写了这套英文版《商务英语》系列教材,《国际贸易实务》是这套商务英语系列书中的专业核心教材之一。

《国际贸易实务》是一门主要研究国际商品交换具体过程的学科,也是一门实践性很强的综合性应用学科;它既是国际商务学科体系中的一部分课程,又是商务英语专业的骨干支撑课程。该课程的主要任务是,针对国际贸易的特点和要求,从实践的角度,分析研究与国际贸易有关的国际惯例和国际商品交换过程的各种实际运作,以便掌握从事国际贸易的“生意经”,学会在进出口业务中,既能正确贯彻我国对外贸易的方针政策和经营意图,确保最佳经济效益,又能按国际规范办事。本书以进出口贸易(主要是货物贸易)

的主要业务环节为主线,系统介绍了各环节的操作规程和国际惯例。全书采用英文编写,旨在使学生在国际经贸英语的语言环境中直接、系统地学习国际贸易专业的基本理论和知识,了解不同人文背景下商贸活动的规范以及具体操作实务,并通过对国际经贸知识的学习,强化商务英语这一专门用途英语的技能,掌握商务领域的英语术语、文体和语言特点,从而提高学习者用英语分析和处理商贸业务的能力。基于这种理念,本教材在编写设计时特别注意把握好商贸活动主题的涵盖面、商贸知识的系统性与完整性,以及语言技能与商贸知识的平衡,力求体现语言技能的训练与商贸知识的学习融为一体,以期达到使选用本教材的学生及相关人员在英语应用能力及商贸专业知识方面均获得提高,实现复合型人才的培养目标。

❖ **教材结构安排:**全书共 14 章,涵盖国际贸易概述、国际贸易形式、国际贸易实务、国际贸易术语、国际销售合同、商品术语(产品的名称、质量和数量、包装和唛头)、进出口单证、国际货物运输、国际货运保险、国际贸易支付、保险、检验、索赔、不可抗力和仲裁、海外营销机构、国际商务、关贸协定与 WTO 的基本知识等内容,全面系统地介绍了国际贸易的基本环节和操作规范。

❖ 章节体例安排:

学习要点(Focal Learning):每章开始的学习目标,简明扼要的概括出本章节的知识点,使学习者在开始学习之前对本章节有个全面的概括性了解,明确重点、难点,便于有的放矢地学习。

生词(Lead-in Vocabulary):课文中出现的主要生词,以帮助学习者排除课文学习的困难,学习掌握一些词汇的常用的意义和用法。

课文:以国贸业务环节为主线分别介绍各环节的操作规程和国际惯例,使学生在学完课文后对专业术语、英语相关表达方式和专业知识有个全面而清楚的了解。此内容均选自较为权威的书籍和刊物。

常用词组、专业术语及注释:针对相关专业词组和术语以及较难句子的翻译和解释,以帮助学生理解各种专业术语的表达方法,使学生在正确理解文章含义的基础上,学习专业知识。

实践练习(Practical Drills):包括问题讨论、案例分析和角色扮演。贸易实务的学习必须有实际案例作分析。结合各章节的知识点,精心挑选了进出口业务中的经典实际案例来进行分析,可以使学生将知识与实际联系起来,更为客观和理性地处理进出口业务中的问题,从而学到了“活”知识。

拓展练习(Extended Activities): 为使学生真正把所学的知识灵活地运用到专业实践中,每章后面都附有针对性的练习,帮助学生巩固基本词汇、专业术语和相关专业基础知识,强化学生对专业知识点的理解和运用。

❖ **本书具有以下特点:**

1. 英语和专业知识融为一体:本教材兼有英语语言能力训练与商务谈判专业知识的介绍双重任务。在内容安排上给学生提供了充足的语言材料和相关情景,同时又以清晰的专业理论讲解为基础,使学生在掌握了理论知识的基础上,学习词汇和句型,力求达到学以致用目的。

2. 结构合理,体系完整新颖:本教材强调核心技能培养的渗透性,按照教学流程设计编写体例,循序渐进、潜移默化地培养学生的专业核心技能和语言实际运用能力。教学活动设计充分体现讲练结合原则、任务教学原则、师生互动原则和实践性原则。

3. 案例丰富实践性强:本教材突出“案例导向”和“实践导向”的编写思路。各章都有具体的案例分析和实践活动,增强了可读性、实务性和可操作性。全方位、多功能地培养学生综合素质。

4. 针对性强、适用面广:本教材既可作为高等院校“商务英语或经贸英语”专业学生等复合型英语专业英语教材,亦可供国际贸易、国际营销、工商管理、国际商务、国际企业管理、国际金融等专业本、专科生、非英语专业硕士研究生等专业方向的学生作为双语教材使用。本教材对相关专业的成人教育和职业培训的学生以及经贸、金融、国际商务从业人员强化国际商务英语能力具有一定的借鉴价值。

5. 英语表述简明易懂、选材新颖:每章课文后配有相关知识点的强化训练和练习并辅以参考答案。

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在本书编写过程中,我们参考并借鉴了国内外出版的有关书籍和资料, www.moftec.gov.cn, www.cietac.org.cn, www.iccwbo.org, www.unctad.org, www.wto.org 等网站的资料,以及其他商业网站和国际著名跨国公司网站的资料,在此一并致谢。

由于编者水平有限,书中不当之处恐在所难免,敬请国内外专家、学者和广大读者不吝指正。

编者

2007年7月

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