



21世纪高职高专财经类**能力本位型**规划教材

浙江省重点教材建设项目

商务英语学习情境教程

SHANGWU YINGYU XUEXI QINGJING JIAOCHENG

主 编 孙晓娟
副主编 郑雪英 李荣庆



北京大学出版社
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商务英语情景学习教程
Business English Learning Situation Textbook

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第1册
第一版



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内 容 简 介

本书是结合国际贸易中进出口实务的主要业务环节和实际的典型工作任务编写的学习情境式商务英语教材,打破传统国际商务英语教材的内容与形式,采用任务引领的方式来设计学习情境,将商务英语知识点融入实际的工作场景中。本书共分为创建公司、参加展会、参观工厂、解决问题和招聘员工五大情境以及若干具体的工作任务,包括市场调查、确定产品、公司介绍、产品展示、招待顾客、商务谈判、应聘工作、公司文化、报价、订货、付款、包装、装船、运输保险、跟单、结汇、客户开发与维护、广告、处理投诉等,涵盖了基本的商务活动内容。本书的教学时数为两个学期,教师可根据实际需要内容进行取舍。

本书适合作为高职高专经贸专业或商务英语专业大一、大二学生的教材,也可以作为社会上从事商贸工作人员的参考用书。

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举报电话: 010-62752024

电子邮箱: fd@pup.pku.edu.cn

前 言

随着全球经济一体化进程的加快和中国经济的迅速发展,中国对外贸易合作的前景日趋广阔,各行业的经贸活动更加频繁。在这样的经济背景下,越来越多的企业将从事外贸商务活动,因此,社会急需大量既懂外贸业务又懂外语的外贸应用型人才。人才培养模式与社会需求对接,已经成为高职高专人才培养的当务之急。

在这种机遇与挑战面前,本书遵循高职教育“以岗位为基础,以能力为本位”,“理论以必需、够用为度”的原则,根据培养应用型人才这一目标以及培养“敢想、能说、会做”的外贸应用型人才的具体办学定位,将教学置于外贸业务中涉及的典型工作情境中,以典型工作任务引领学生完成外贸业务中用英语完成的工作,真正以学生为主,切实培养学生的实际操作能力和英语沟通能力,使其在毕业后可以迅速适应岗位工作。

本书体例

【学习目标】简明扼要地介绍学生应具备的能力和掌握的知识点。

【任务引领】导入学习情境:布置工作任务、分析工作任务。

【任务实施】情境再现和案例模拟练习:小组(公司)执行工作任务。

【总结评价】给出所需句型和有用的语句、相关知识点以及外贸业务知识。

【能力拓展】词汇和阅读理解练习:内容全部采用相关的外贸商务材料,对情境部分的实际操作有概括和强化的作用。

本书特色

(1) 突出任务引领特点,与实际工作结合,注重实用性。本书结合浙江省民企各行业的不同特点和不同的任务,收录大量不同行业的词汇,同时通过设计学习情境——实际案例的模拟练习,让学生自主学习,使其掌握在实际工作中普遍需要的技能,从而在任何工作环境中都能尽快融入,缩短磨合期,真正成为受企业欢迎的应用型人才。

(2) 突出内容和形式的趣味性、互动性、创新性以及学生的主体性。本书内容尽量选用最新的商务英语语料,在形式编排上力求新颖,打破传统教材每章平均分布教学内容的模式,并结合实际外贸业务中典型工作任务的内容来设计教学内容。本书突出实际操作、模拟训练,借助一体化教室进行真实的情景再现,将知识性的内容以 Tips 和 Learning Expansion 的形式融入教学情境中,并将工作任务设计成以小组(公司)为单位,注重学生的主体性,以提高学生参与的互动频率。

(3) 根据学生的接受能力适当降低内容难度。一般同类教材中很多内容因为难度大,降低了可读性,使学生的阅读兴趣减弱,从而导致其对本课程的学习产生抵触心理。本书在这方面进行了适当调整,并增加了译文部分。

本书由台州职业技术学院孙晓娟担任主编,由台州职业技术学院郑雪英、台州学院李荣庆



担任副主编。浙江商业职业技术学院赵艳霞，浙江科技学院冯巧娥、王金生，浙江水利水电专科学校王白山，宁波天一职业技术学院鲍小燕，台州职业技术学院项洁，浙江财经学院刘丽华，台州职业技术学院牟群月、李华、王巾、朱翌参加编写。

在本书出版之际，感谢台州职业技术学院马仁秒副院长、经贸系余雪锋副主任对本书的特别关注和全力支持。感谢台州职业技术学院的外教 Anne Chase 的大力支持和无私帮助。

由于本书在编写体例和内容设计方面在同类教材中均属首创，可供借鉴的资料甚少，加上编者水平有限，所以书中不足之处在所难免，敬请各位专家和读者提出建议并给予指正。

编者

2011年6月

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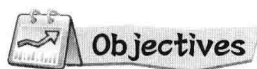
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Situation One

Establishing a Company



- (1) Learn some knowledge about business management.
- (2) Know how to write a company profile.
- (3) Know how to make a business card.
- (4) Be familiar with various types of business corporations.
- (5) Know how to give a company presentation.
- (6) Understand more about corporate culture.
- (7) Know how to establish an import and export company.
- (8) Design a company logo, create a piece of ad.
- (9) Develop a marketing plan.

ABC Company is a medium-sized manufacturer in Taizhou. It has got the import and export right this year and wants to export its products to the international market. Now ABC needs to establish its own import and export company. You are a new comer and want to do the export work here. Let's enjoy working as international traders. So you have to establish an import and export company (I/E Co.).



Tips

Company and Corporation

A company is a business organization that makes money by selling goods or services. In its broadest sense, a company is an aggregation of people who stay together for a common purpose.

A corporation is a large business or company.



Step One Establishing Your Own Import and Export Company

1. Cautions to Run an Export Company

Before you start your own company, do you know how to run a company?

Decide which are DO'S and which are DON'TS.

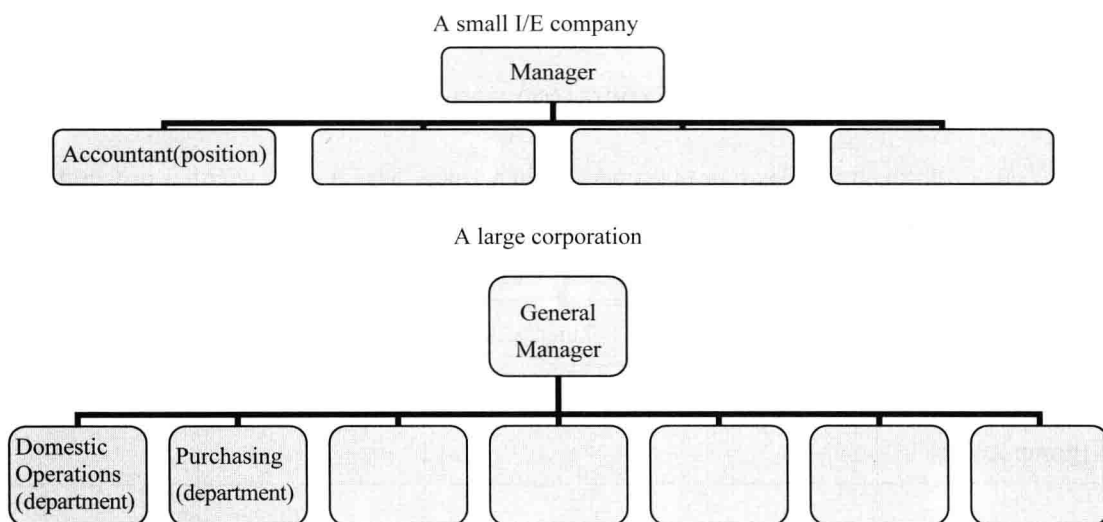
- (1) Learn how your best competitors are handling international trade.
- (2) Have an understanding of import/export financing.
- (3) Take international trade classes at the college level.
- (4) Visit trade shows and trade missions. See <http://www.tsnn.com>.
- (5) Investigate the potential opportunities and benefits of international trade.
- (6) Rely on a single source of supply (or customer).
- (7) Have an understanding of intellectual property rights.
- (8) Join an international trade association specializing in your business.
- (9) Personally visit your offshore suppliers (or customers).
- (10) Take advantage of online resources such as <http://www.sba.gov/oit>.
- (11) Inspect and approve merchandise before it is shipped.
- (12) Consider hiring an international trade consultant.
- (13) Become personally familiar with all monetary transactions.
- (14) Rely on handshake agreements.
- (15) Rely solely on others including employees for importing/exporting expertise.
- (16) Provide dispute settlement provisions.
- (17) Make assumptions as to vendor's compliance with your specifications.
- (18) Check out your suppliers/customers before establishing relationship.
- (19) Use a trade lawyer for agent and distributor agreements and licensing requirements.
- (20) To begin, start on a very small scale.



DO'S	(3)									
DON'TS	(1)									

2. The Organization of a Company

(1) Search the Internet and find out about the organization of a small I/E company and a large corporation. Then fill in the blanks with proper names.

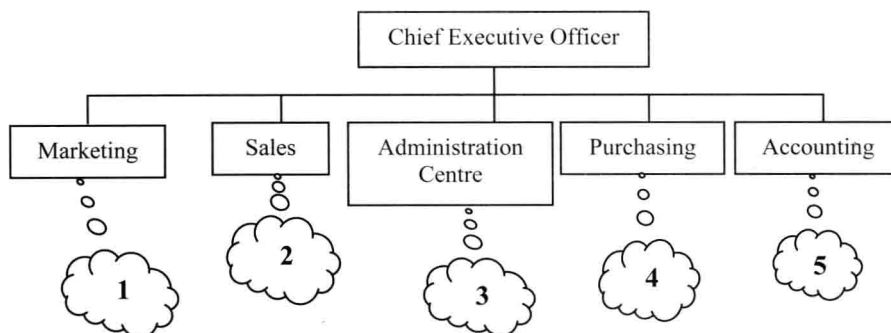


(2) Grace works for the famous Danish LEGO group. This year, she is going to attend the Guangzhou Fair on behalf of the company and give a short presentation of the corporate business management. Help her translate the business sections into Chinese and match their functions with the corresponding numbers.

The LEGO Group

The LEGO Group has a global workforce of approx 7,000 people.

Corporate Management comprises: The Chief Executive Officer, the Chief Financial Officer and four Executive Vice Presidents, each with their own business area.





_____ is responsible for financial management controlling as well as follows up on business planning and strategic initiatives.

_____ is responsible for the purchasing all the raw material and spare parts for all the production.

_____ has global responsibility for product promotion, marketing.

_____ covers the administrative service departments: IT, Human Resources, After-sales and Corporate Legal Affairs.

_____ is responsible for domestic and international sales of all the products.

(From <http://www.lego.com/eng/info/default.asp?page=facts>)

3. Forming an Import and Export Company

You will form an I/E Co., four to six persons in a group. Search some websites of world famous companies and find out which members a small company needs. And then fill in the chart first.

Personnel Component

Position	Name	Telephone	E-mail add	QQ No.
Manager (group leader)				



Step Two Developing an Export Marketing Plan

Let's Enjoy

(1) Please discuss about the following company logos. Name the companies they represent and provide more information about the company.



Name: _____
 Nationality: _____
 Business Line: _____
 Competitors: _____



Name: _____
 Nationality: _____
 Business Line: _____
 Competitors: _____



Name: _____
 Nationality: _____
 Business Line: _____
 Competitors: _____



Name: _____
 Nationality: _____
 Business Line: _____
 Competitors: _____



Name: _____
 Nationality: _____
 Business Line: _____
 Competitors: _____



Name: _____
 Nationality: _____
 Business Line: _____
 Competitors: _____



Name: _____
 Nationality: _____



Name: _____
 Nationality: _____



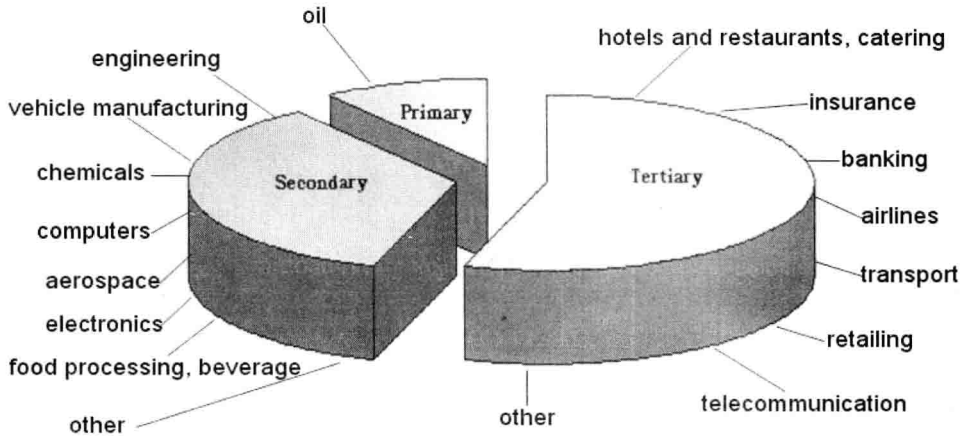
Name: _____
 Nationality: _____



Business Line: _____ Business Line: _____ Business Line: _____

Competitors: _____ Competitors: _____ Competitors: _____

(2) Match up the above-mentioned companies with the sectors of industry and the product groups in the chart.



Sectors of economy and selected product groups

1. Multiple Choices

(1) When you conduct the marketing research, what do you think **Direct Sales** include?

- A. Product Demo
- B. Telemarketing
- C. Sales Meeting
- D. Online Forum

(2) What kinds of methods **Promotion** covers when you get your products promoted?

- A. Contest
- B. Gift
- C. Rebate
- D. Low Cost Financing
- E. Trade Show
- F. Promotional Object
- G. Direct E-mail
- H. Telemarketing

(3) When you carry out the **Direct Marketing**, which do you think are efficient?

- A. Gift
- B. Telemarketing
- C. Speech
- D. Catalog
- E. Direct Mail
- F. Fax Broadcast
- G. Direct Email
- H. Online Forum

(4) Which do you think are helpful for **Public Relations Department**?

- A. Trade Show
- B. Press Kit
- C. Contest
- D. Press Release
- E. Publication
- F. Speech

(5) Regarding **Advertising**, which methods do you prefer to use?

- A. Print Ad.
- B. Web Banner Ad.
- C. Packaging
- D. Multimedia Demo
- E. Internal Publication
- F. Brochure
- G. Poster
- H. Directories
- I. Website



2. Developing Your Marketing Plan

According to the *Content of an Export Marketing Plan* below, search some relative websites and develop your marketing plan or research report. One in each group will present your report to the whole class, PPT slides are preferred. Attention: each group (company) should be in different business line with any other group.

Websites Recommended

<http://www.marketresearch.com>

<http://www.the-infoshop.com>

<http://www.intertrade.com.cn>

<http://unstats.un.org/unsd/comtrade/dqubasicquery.aspx>

<http://research-sources.com>

<http://www.alibaba.com/companies/0/company.html>

<http://www.iciba.com>

<http://dict.cn>

The last two websites are for you to check their English names and translate any words.

Content of an Export Marketing Plan

An export marketing plan will contain considerable detail that reflects sound research. It will include:

- (1) An introduction that backgrounds of the market situation and purpose of the plan.
- (2) A critique of the product or service. What are the unique selling points (**USP**) that will make it succeed in the export market?
- (3) A market analysis. This should cover aspects of the wider political and socioeconomic issues in the target country as well as the specific customer profile.
- (4) An analysis of the competition operating in the target market, and how the product/service will compete.
- (5) The goals for the market - market share, turnover and profit, including a realistic timeframe.
- (6) A marketing strategy outline. Entering the market, working with partners, a process for promoting the product or service.
- (7) An action plan. Who will do what and by when?
- (8) The evaluation - judging the success of the marketing plan in a timely manner.



Simple Marketing Plan



1. Market Situation

2. Unique Selling Points

3. Information of Competitors

4. Goal of the Market