



高等院校英语专业现代应用型教材

# FUNDAMENTALS OF INTERNATIONAL BUSINESS

## 国际商务 管理基础

师 英 周 红 / 编著

南开大学 出版社

高等院校英语专业现代应用型教材  
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天 津

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## 总 序

改革开放的深入，改变了人们对英语和英语教学的认识。在中国逐步向世界全面开放的过程中，英语作为一种通用语，在人们眼里已不再神秘，它只是中国与世界交流必不可少的语言工具。英语的教学目标也不再像几十年前那样，旨在培养少数英语精英，而是要培养各行各业急需的、能直接进行跨文化交际和双向语言沟通的千千万万普通劳动者。在这种新认识的驱动下，从 20 世纪后期起，各大学在继续传统英语专业教学的同时，都积极探索着新的英语教学模式，以培养中国社会飞速发展所需要的大量复合型应用英语人才——既能用英语同世界直接交流又懂一些专门知识与实务操作技能的现代化社会劳动者。

近 10 年来中国涌现出来的 300 多所民办独立学院，即源于上述这种认识。独立的英语专业学院，也明确提出了培养复合型应用英语人才的目标，所采用的教学模式是“英语+专业”，抑或“专业+英语”，即新型英语专业。

新型英语专业的培养目标符合当今中国社会发展的需要。因为与传统英语专业学生相比，新型英语专业的学生拥有前者所欠缺的专门化学科知识；而与其他学科的学生相比，他们又拥有后者所不具备的英语接收与表达能力。这些懂专业、会英语、能直接与世界交流与沟通的毕业生，是有着极大提高潜力和完善空间的复合型应用英语人才，为国家和社会所需要，因此就业面广，很受社会欢迎。

新型英语专业采用“英语+专业”的教学模式值得肯定，但要成功培养出符合社会需求的高质量复合型应用英语人才，则必

须在课程设置、教材编写和教学模式等方面充分考虑到一个关键点，即英语教学本身在培养目标上与其他学科的区别，将英语语言教学与有关专业学科教学适度、得当地结合起来。因为基础阶段的英语教学，主要是语言技能的训练，而非语言知识的传授，它不仅要求学生懂得词法、句法、语义及修辞、搭配等习惯用法，还要求学生用大量的时间进行应用练习，通过语言实践来掌握交流的基本功。只有当学生能熟练掌握并灵活运用他们所学的语言基础知识，即能用英语自主表达个人意图并通过听、说、读、写、译等方式与他人自由交流时，学生才算学会了英语。而普通高校其他专业的本科教学则主要是知识的传授，只要学生学会并记住书上的知识就可以了，至于运用，那是学生毕业以后走上社会工作时所要做的。因此，在新型英语专业的教学里，一定要围绕本科基础阶段英语教学的特点，选好相关的专业学科课程（如与外语应用结合密切的贸易、金融、管理、法律、旅游等）和适宜的教学方式（如增加老师或专家引导、学生自主创意的体验式教学：场景模拟、辩论、演讲等），使学生在4年时间里，既能学好英语，又能学到相对适用的学科专业知识。如此才能尽早实现复合型应用英语人才的培养目的。

南开大学滨海学院即是一家颇具上述教学特色的独立学院，它诞生于沿海开放的领先地位——天津滨海新区，成长于北方环渤海经济圈提速发展的大环境，天时、地利都促成了该校“立足社会需求、打造应用型人才”的教学探索。滨海学院外经贸英语翻译专业所进行的课程与教材改革收效显著，极具借鉴意义和推广价值。该专业自2004年建立以来，一直尝试“英语+专业”这种新型英语专业的教学模式。他们在新生入学头两年狠抓学生的英语语言基础，从第三年起，用自编英语教材给学生开设国际贸易、对外经济、进出口实务、公司理财、工商管理、市场营销、国际商法、经贸文选、外贸书信函电等专业课程。已毕业的两届

学生就业情况证明，他们的教学取得了不错的成果：作为一个培养应用型人才的英语专业，他们的学生求职应聘适应面宽、选择面广，就业范围涵盖了金融机构、进出口公司、外资生产企业、投资或销售代理机构等；从事的工作含翻译、企业管理、市场营销、贸易实务等；由于目标明确，兴趣得到释放，部分愿意提高水平的学生也能自觉学习，最终拿到国外大学的奖学金出国深造，还有的考取了全国著名重点大学的研究生。他们在全国英语专业四级考试中，一次通过率达到 **72.6%**，英语专业八级通过率达到 **47%**，考上研究生的学生也占到 **13%**（今后比例还会有提高）。细究其原因，是他们较好地做到了将英语与其他学科有机结合，能够学有所为、学以致用。

“滨海模式”的具体方法虽然需要“因地制宜”，但其指导思想顺应了时代的发展，符合国际化、现代化的要求，尤其是毕业生的受欢迎度更加证明，英语专业不同层次的教学目标应当多元化，教学模式及教材编写亦应随之改革，培养出更多真正能解决实际工作需要的人才。鉴于此，南开大学出版社组织了来自南开大学滨海学院、南开大学、天津外国语大学、天津师范大学、天津财经大学、天津工业大学、天津科技大学、天津城建学院、北京航空航天大学等高校的资深骨干教师，结合近几年的课堂经验与用人单位的信息反馈，着手编写这套“高等院校英语专业现代应用型教材”。这套教材的选题基本上围绕新型英语专业所选定的有关学科的专业课程设计，经过滨海学院两届毕业生的就业实践证明，这些课程适时适度地为学生储备了一定的专业或行业知识，得到用人单位的特别肯定和好评。参编人员均具有一线教学经验、精通所选专业并直接承担过新型教学任务，他们在教材的编写中注意保留专业课程精髓要点，语言深入浅出，适合独立院校和新型英语专业学生的英语水平，并努力将语言学习与专业学习融会贯通；同时适当安排文学文化类课程，使学生了解语言文化背

景、提升相关文化素质；在编写加强学生英语基本技能的教材中，重点培养学生对语言的观察分析能力，并通过口笔译训练，使他们开动脑筋，悟懂道理，想出方法，解决问题，以提高双语交流的语言组织与表达能力，达到培养应用型英语人才的目的。

“滨海模式”与这套“高等院校英语专业现代应用型教材”是探索性的，但也是有启示性、前瞻性和创新性的。它为新型英语专业的教学和教材的发展拓展了新的视野，为培养我国急需的复合型应用英语人才的教材编写开辟了新的思路。我们希望，这套教材的出版能够为独立院校乃至普通高校的英语教学提供有益的参考；我们也相信，会有越来越多的师生受益于不断完善的课程探索，为新型人才插上腾飞的翅膀！

编 者

2009年8月于南开大学

# 前 言

本书是商务管理基础类英文教科书，共分为四部分：第一部分是国际商务简介，包括国际贸易及国际投资理论和实践、与之相关的国际收支账户和国际货币体系以及国家间的经济合作；第二部分是影响国际商务活动的环境及其应对策略，包括政治环境、文化环境以及竞争和技术环境；第三部分是从事国际商务活动前的准备工作和进入国际市场的策略，包括国际商务伦理道德、跨国公司简介、国际市场调研方法以及进入国际市场的策略；第四部分是国际商务管理，包括营销管理、财务管理、物流管理和人力资源管理。

为了帮助学生更好地掌握本书内容，我们在课文后附有生词和短语表、专业词汇表以及中文注释。本书练习与课文内容完全配套，由浅入深。从连线排序课文中出现的主要词汇，到专业词组的中文翻译、专业词组的英文解释及中文翻译、短小段落的完型填空，最终到较长段落的英译汉练习，都可以帮助学生掌握并巩固所学的知识，加深对课文内容的理解。

本书的特点是用英文讲解国际商务的基本理念和管理知识，目的是为了让在学习国际商务知识的同时学到该领域的英文词汇、短语以及正确的表达方式，以达到事半功倍的效果。本书适用于高等学校本科英语专业的学生学习国际商务知识，也适用于商务管理和经济贸易专业的学生学习商务英语。

有关“商务管理基础”的课程在教学中还在不断摸索、逐步

改进，我们已有的授课成果也会随着新的需要修订、调整，更好地为培养人才服务。因此，书中如有不妥及谬误，敬请读者给予批评和指正。

编 者

2009 年 5 月于南开大学

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# **Part One**

## **Introduction to International Business**



# Unit 1

## Studying International Business—an Introduction

### 1. What Is International Business?

*International business* consists of business activities that are conducted across national boundaries. Such activities generally involve the transfer of resources, goods or services from nation to nation. Sometimes business across the borders of different customs areas of the same country is also considered as international business, such as import and export between Hong Kong and Taiwan.

We call the transfer of resources international investment, and the transfer of goods, or services international trade.

*International trade*, for example, involves movements of products, commodities, or services from sellers located in one nation to buyers located in another nation, while *international investment* involves the transfer of resources, such as capital or technological know-how.

### 2. International Business Activities

#### (1) *International trade*

Historically, international business activity first took the form of international trade, which mainly covers exporting and importing.

*Exporting* is the selling of products made in one's own country

for use or resale in other countries.

**Importing** is the buying of products made in other countries for use or resale in one's own country.

Trade in goods, that is, tangible products such as clothing, foodstuffs and machinery is called **merchandise export and import** in the U.S. and **visible trade** in Great Britain.

Trade in services, that is, intangible products such as travel, banking, consultancy, education, transportation, and insurance is called **service export and import** in the U.S. and **invisible trade** in Great Britain.

## **(2) International investment**

The second major form of international business activity is international investment, which is divided into the following categories: foreign direct investments (FDI), joint ventures, and portfolio investments.

**Foreign direct investments (FDI):** They are investments made for the purpose of actively controlling property, assets, or companies located in host countries (The country in which the parent company's headquarters is located is called the home country, any other country in which it operates is known as a host country). An example of FDI is Motorola (China) Electronics Co. Ltd. in TEDA (Tianjin Economic-Technological Development Area), Tianjin.

**Joint ventures:** Joint ventures are created when two or more firms agree to work together and create a jointly owned separate firm to promote their mutual interests. Many joint ventures are owned equally by the founding firms, although unequal ownership is also common. A typical example of this kind is a Chinese-American jointly owned pharmaceutical company in Tianjin—Tianjin Smith

Kline & French Laboratories Ltd.

The joint venture agreement sometimes may provide for changes in ownership shares. For example, initial ownership of the joint venture Beijing Jeep was divided equally between its owners, American Motors Corporation and the city owned Beijing Automotive Works. However, the joint venture agreement allows American Motors to increase its ownership stake in Beijing Jeep to 70% by using its share of the profits to purchase additional shares.

**Portfolio investments:** They are purchases of foreign financial assets (stocks, bonds, and certificates of deposit) for a purpose other than control and in anticipation of returns. Companies, individuals, private groups, or public bodies can all invest in foreign locations through such purchases.

### ***(3) Other forms of international business activities***

Besides the activities discussed above, international business activity can take several other forms, and the most important of them are licensing, franchising, management contracts, contract manufacturing, and turnkey project.

**Licensing:** A firm in one country licenses the use of some or all of its intellectual property (patents, trademarks, brand names, copyrights, or trade secrets) to a firm in a second country in return for a royalty payment. For example, the Walt Disney Company may permit a Shanghai clothing manufacturer to make children's pajamas embroidered with Mickey Mouse's smiling face in return for a percentage of the company's sales.

**Franchising:** A firm in one country (the franchiser) authorizes a firm in a second country (the franchisee) to use its brand names, logos, and operating methods in return for a royalty payment. For

example, McDonald's Corporation franchises its fast-food restaurants worldwide. Franchising can be viewed as a special form of licensing. In comparison with the relation between the licensor and licensee, the franchiser has more control over and provides more support for the franchisee.

**Management contracts:** A firm in one country agrees to send some of its managers to assist a firm in another country and to train its personnel to take managerial positions for an agreed-upon fee. Management contracts are common, for example, in the international hotel industry.

**Contract manufacturing:** To reduce their overhead costs, many types of organizations will offload the machining of various components to other companies in a process called contract manufacturing. This method benefits both companies as the outsourcing company employs less labor, uses fewer raw materials, saves on space, and receives finished or semi-finished components that can be processed further or directly used.

Mutual trust needs to be established with clear terms and conditions put in place. The outsourcing company provides the required drawings and lays down the process to be followed. It may even offer special tools, tooling, jigs/fixtures, machinery, and skilled personnel to help and monitor the process.

**Turnkey project:** 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