

“十二五” 高等教育课程改革项目研究成果

实用电子商务英语

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面向“十二五”高等教育课程改革项目研究成果

实用电子商务英语

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前 言

一、编写宗旨与指导思想

《实用电子商务英语》是根据教育部最新相关文件要求，为适应高等教育需要编写的，供高等院校电子商务专业英语教学使用的创新型教材。

本教材适应高等教育实施的全新人才培养方案和教学模式，从工作实际出发，以学生就业为导向，培养学生实际能力为本位，走工学结合道路，校企合作共同进行教材开发，旨在为社会培养面向工作一线的高端技能型专门人才。

教材实行教、学、做一体化，采取“做中学”的方式，以实际的电子商务工作过程为主线，通过企业实例和与工作任务相关的实训项目引导学生，借助任务驱动型的项目化教学方式使学生获得知识与技能。在此过程中，培养学生英语实际应用能力和解决问题的能力、创新能力和实践能力等，实现教学与企业用人“零距离”。

二、写作思路与写作特点

注重工学结合、校企合作，由一线教师与企业专家共同参与教材编写。本书编者由多年从事与电子商务英语相关的教学工作一线双师型教师、电子商务企业专家共同构成。其中一线教师不但具有深厚的理论知识和丰富的教学经验，而且定期到相关企业进行顶岗实习，具有丰富的实践经验。企业专家从企业与工作需求角度为本教材提供工作实战案例与相关指导。

教材从工作实际出发，以实用为主，突出对学生实际应用能力的培养，采用真实的企业应用实例编写，极具高职特色。教材编写形式与内容等均有创新，形式上突破传统教材原有形式，图文并茂，简单易懂，寓教于乐。教材以企业实用案例与实训项目引导学生，可进行网络实际教学并能直接应用于实际工作生活中，实践性极强。教材内容从编排顺序上契合国际电子商务的实际工作流程，其中的每一个环节和过程涉及的英语知识都将作为一个项目，使学生在做中学，学中做，真正实现教学做一体化，实现工作与学习、企业与学校的无缝对接。

三、结构体系与内容范围

● 结构体系：

本教材共6单元，中英对照，参考译文在英文版之后。预备单元为电子商务简介，第一至第四单元按电子商务四大基本类型分别对应不同的单元，每一单元以实际工作流程为主线，含若干项目任务，在项目任务进行中穿插知识讲解，培养学生电子商务英语实际应用能力。第五单元为网络国际货物买卖合同法律风险防范，以企业实际案例为主线进行任务驱动型教学。

● 内容范围：

教材内容从企业对电子商务英语实际应用出发，要求学生除了掌握有关电子商务基本概念和术语外，还要通过中国供应商、eBay等电子商务操作平台与企业实际应用，了解国际电子商务活动的各个环节与过程，防范网络国际货物买卖合同法律风险，掌握与电子商务相关的英语知识、技能，诸如申请公司的账户、网络注册、公司及产品信息提供、网上产品搜索、

网络销售、客户服务等。

● 编写分工：

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企业顾问与指导：吴小莹。

四、使用说明

● 本书每单元内的各项任务均可设置为课后实际操作任务，教师根据学生实际情况，灵活安排。

● 完成本教材全部教学内容，建议安排 72 学时（一个学期）。使用者可根据实际情况对课程内容与课时安排予以调整。

五、结语

本书是在编者三年教学改革的基础上形成的教改研究成果。在编写的过程中，编者进行了广泛的岗位调查并深入企业进行调研、实习，得到了相关企业与专家的大力支持，在此表示由衷感谢！

由于编者水平有限，书中错误及不当之处敬请读者批评指正。

编者

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Preparatory Unit

Introduction to E-commerce

Unit Goals:

In this unit, students learn the definition of e-commerce and its characters, functions and types.

Unit Tasks:

1. To know the basic characters and functions of e-commerce.
2. To know the main categories and basic types of e-commerce.

Knowledge:

1. The definition of e-commerce.
2. The characters, functions and main categories of e-commerce.
3. The famous e-commerce companies and relevant information.
4. Words and expressions related to e-commerce.

Warming Up:

● Bill Gates once said, "There will be only two kinds of businesses existing: either Internet business, or out of business!"

● Jack Ma said, "If you don't do electronic business now, five years later you will regret." "Ten years later, if you don't do e-commerce, you will do nothing about business at all."

● Can you recognize the following websites? What are their functions? (Diagram 0-1 to Diagram 0-4)



Diagram 0-1



Diagram 0-2

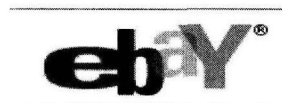


Diagram 0-3



Diagram 0-4

- What is e-commerce?

Most people think e-commerce is shopping and selling online. In fact, it is more than that. In the document of "A Framework for Global Electronic Commerce," American government points out that e-commerce refers to all the business activities, including advertisement, interaction, payment and service, etc. Global e-commerce will involve all over the world.

E-commerce, which is defined by *The World Business Agenda for Electronic Commerce*, refers to the electronic trade activities. From the scope of e-commerce, it can be defined as “any form of business transaction in which the parties interact electronically rather than by physical exchanges of direct physical contact.” From the technological consideration, it also can be defined as a collection of various technologies, including data exchange, data obtaining (a shared database electronic bulletin board) and automatical data capture, etc.

In the report of *Definition of Electronic Commerce and Statistics* of OECD, it indicated that different sources have different characteristic definitions. The definition has two forms from business and industry circles. In a narrow sense, e-commerce refers to the process of conducting commercial transactions with computer network technology. In the wide sense, it includes service areas, too.

We use the diagram 0-5 to illustrate that e-commerce should be considered from two sides.

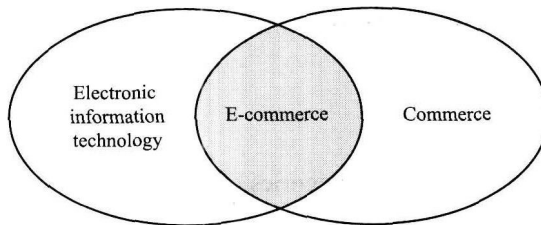


Diagram 0-5

Task 1: To know the basic characters and main functions of e-commerce.

- Basic characters (Diagram 0-6).

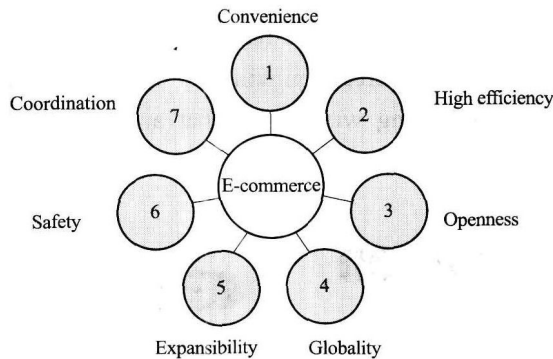
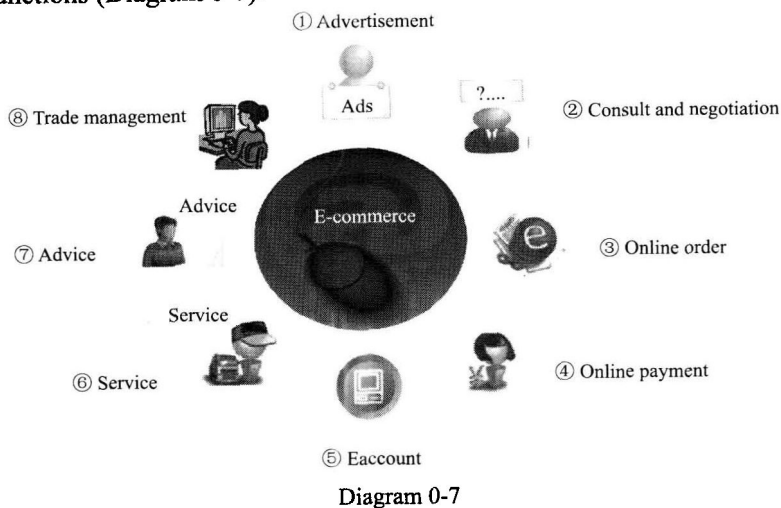


Diagram 0-6

Characterized by electronic digitals in all business activities, e-commerce is a new business model based on the Internet. It is convenient, high-efficient, open and global compared with the traditional business. It can be seen that e-commerce is extending to every field now. At the same time, e-commerce security is essentially important. After customer information has been divulged in 2011 on many websites, security has been given great attention. Compared with the traditional business, e-commerce emphasizes more on coordination from businesses, banks and delivery centers.

● Main functions (Diagram 0-7).



E-commerce applies to enterprise internal management and external services. It has eight main functions in which advertising can be made on the enterprise websites, homepages, searching engines, e-mails, forums, blogs and articles. Compared with traditional advertising, network advertising is low-cost, fast-spreading and influential.

- Think about: How to achieve the other functions?
- Enterprise examples.

Xiefuchun, a hundred-year-old enterprise in Yangzhou city, develops at a fast speed by e-commerce (Diagram 0-8–Diagram 0-9).

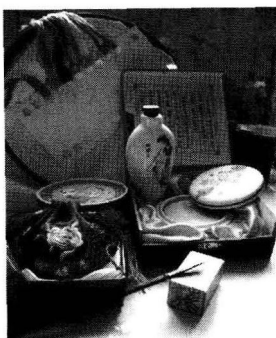


Diagram 0-8 Products



Diagram 0-9 Official website: <http://www.xiefuchun.com.cn>

Xiefuchun, a hundred-year-old brand in Yangzhou city, is the first cosmetic enterprise of China. It won Panama international exposition award and became the famous cosmetic brand at that time and the first brand in China in 1915. With China's reform and opening-up and import of American and European cosmetics, Xiefuchun was in a recession because of increased market competition and old sales channels. So innovating the new sales model—e-commerce, Xiefuchun came to life again. Xiefuchun had a simple sales channel, only selling its products in the stores. Now, customers can purchase Xiefuchun's products in any city in China and foreigners can buy them by

Internet. Without the limitation of place and time, online shopping is 15% cheaper than the market price. The superintendent of Xiefuchun said e-commerce has resulted in increasing sales. It helped Xiefuchun develop market, reduce the cost and benefit the customers. Online shopping has become an important sales channel for Xiefuchun. Experts think e-commerce is the inevitable choice for industrial transformation and upgrading as well as the time-honored brand.

Task 2: To know the main categories and basic types of e-commerce.

E-commerce can be classified in many ways.

Firstly, it has three types according to the network: Internet, EDI (Electronic Data Interchange) and Intranet (Diagram 0-10).

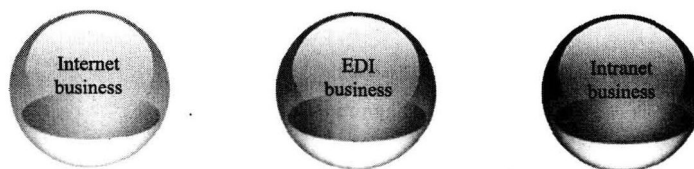


Diagram 0-10

The Internet business is the business through the Internet.

EDI is the structured transmission of data between organizations by electronic means. It constitutes the entire electronic data interchange paradigm, including the transmission, message flow, document format, and software used to interpret the documents. It is used to transfer electronic documents or business data from one computer system to another computer system, i.e. from one trading partner to another trading partner without human intervention. EDI is considered to describe the rigorously standardized format of electronic documents.

Intranet business: The Intranet is a private computer network using Internet technology in which access is restricted to members of a particular organization, company, etc. Companies use internal networks to manage internal affairs.

Secondly, it can be classified into three: global e-commerce, domestic remote e-commerce and local e-commerce (Diagram 0-11).

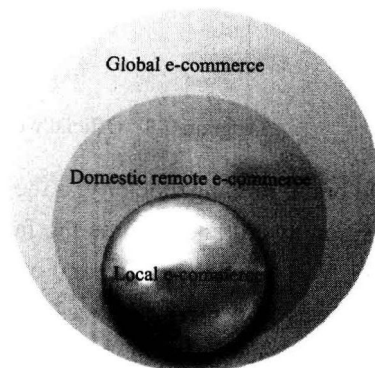


Diagram 0-11

The last but the most common classification is that e-commerce can be divided into four main categories: B2B, B2C, C2C, and B2G according to the transaction partners (Diagram 0-12).

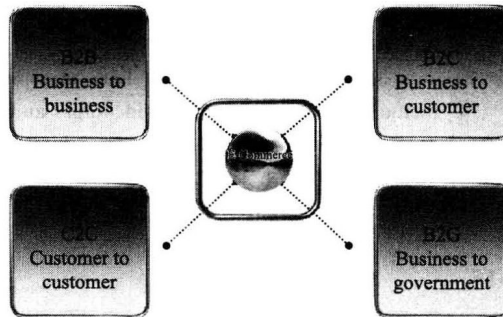



Diagram 0-12

- **B2B (Business to business)** defined as commerce or transactions between businesses through the Internet. It includes exchanges or delivery of data and information, etc. It is the most developed e-commerce model. Alibaba.com and hc363.com conduct this type of electronic commerce.

Case study (Diagram 0-13).



Alibaba.com was launched in 1999 in Hangzhou as an online B2B marketplace. Its vision is to build an e-commerce ecosystem that allows consumers and businesses to do all aspects of business online.

Alibaba.com is positioned to capitalize on the rapid growth of China's economy by providing domestic small companies with a Chinese-language online platform (www.1688.com) for both business to business and small-quantity wholesale transactions.

The Alibaba Group companies and affiliated entities include: Alibaba.com, Taobao.com, Alipay.com, juhuasuan.com, alimama, Koubei.com, aliyun.com, China Yahoo, eTao.com, and Tmall.com.

Diagram 0-13

- **B2C (Business-to-consumer)** refers to electronic commerce that takes place between businesses and consumers. This is the type of electronic commerce conducted by companies such as Amazon.com., dandan.com, dell.com.

Case study (Diagram 0-14).

- **C2C (Consumer-to-consumer)** involves the electronically facilitated transactions between consumers through web auction sites. The web auction site generally charges the fee of flat , transaction, or ads, etc. It is only an intermediary, just there to match consumers. The famous sites include eBay.com, paipai.com, Taobao.com.

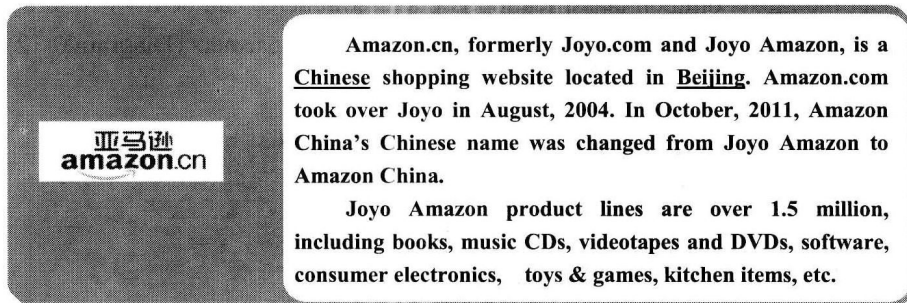


Diagram 0-14

Case study(Diagram 0-15).

Diagram 0-15

● B2G (Business-to-government) involves transactions that take place between businesses and government, such as paying taxes, bidding online or for the government and government procurement, etc. www.chinabiddingzx.com and www.bgpc.gov.cn are the typical websites of B2G e-commerce.

Case study (Diagram 0-16).

Diagram 0-16

Unit assessment:

To analyze the characters, functions and main classifications of e-commerce through cases.

Tasks:

1. Log on an enterprise's website and get to know its functions and characters compared with

traditional business.

2. According to the transaction partners, analyze the four types of e-commerce with cases.

Key words of this unit

coordination [kəu.ɔ:di'neiʃən] *n.* 同等, 协调, 同位, 对等, 并列

cosmetic [kɒz'metik] *n.* 化妆品, 美容剂

adj. 化妆用的 美容的, 整容的

definition [ˌdifi'niʃən] *n.* (词或短语的) 定义, 释义, 解说

divulge [dai'vʌldʒ; di-] *vt.* 泄漏 (秘密等), 揭露 (隐私、本不为人知的事等)

e-commerce [i:'kɒmə:s] *n.* 电子商务

enterprise ['entəpraiz] *n.* 企业, 事业, 进取心, 事业心

facilitate [fə'siliteit] *vt.* 促进, 帮助, 使容易

function ['fʌŋkʃən] *n.* 功能, [数] 函数, 职责, 盛大的集会

vi. 运行, 活动, 行使职责

influential [ˌɪnflu'enʃəl] *adj.* 有影响的, 有势力的, 有权势的

innovate ['ɪnə'veit] *vi.* 创新, 改革, 革新

vt. 改变, 创立, 创始, 引人

interaction [ˌɪntər'ækʃən] *n.* 相互作用, 相互影响

intermediary [ˌɪntə'mi:diəri] *adj.* 中间的, 媒介的, 中途的

n. 中间人, 仲裁者, 调解者, 媒介物

intranet ['ɪntrənet] *n.* 【计算机】内联网, 内连网, 内部网络

paradigm ['pærədɪm] *n.* 范例, 词形变化表

procurement [prə'kju:mənt] *n.* 采购, 获得, 取得

recession [ri'seʃən] *n.* 衰退, 不景气, 后退, 凹处

superintendent [ˌsju:pərɪn'tendənt] *n.* 监督人, 负责人, 主管, 指挥者

transaction [træn'zækʃən; -'sæk-; trɑ:n-] *n.* 交易, 事务, 办理, 学报

transformation [ˌtrænsfə'meɪʃən; ˌtrænz-; trɑ:n-] *n.* [遗] 转化, 转换, 改革, 变形

Notes

Electronic Commerce and Electronic Business:

To many people, the term “electronic commerce” means shopping on the part of the Internet called the World Wide Web (the web). However, electronic commerce (or e-commerce) also includes many other activities, such as businesses trading with other businesses and internal processes that companies use to support their buying, selling, hiring, planning, and other activities.

Some people use the term “electronic business” (or e-business) when they are talking about electronic commerce in this broader sense. Most people use the term “electronic commerce” and “electronic business” interchangeably. Here the term “electronic commerce” is used in its broadest

sense and includes all business activities conducted using electronic data transmission technologies. The most common technologies used are the Internet and the World Wide Web, but other technologies, such as wireless transmissions on mobile phones and personal digital assistant (PDA) devices, are also included.

参考译文:

预备单元 电子商务初识

单元目标:

本单元学习电子商务的基本概念、特点、功能与分类。

单元任务:

1. 了解电子商务基本特点与功能。
2. 了解电子商务的主要分类与基本类型。

所学知识:

1. 电子商务的概念。
2. 电子商务的特点、功能和主要分类。
3. 从事电子商务的著名公司与相关信息。
4. 与电子商务相关的词汇和表达。

热身训练:

- “未来要么电子商务，要么无商可务。” ——比尔盖茨

“不做电子商务，五年后你会后悔。”“十年后，你要是再不做电子商务的话，那么你将无商可务！” ——马云

- 你能认出下列电子商务网站吗？它们用于做什么？（见图 0-1~图 0-4）



图 0-1 阿里巴巴



图 0-2 亚马逊



图 0-3 易贝



图 0-4 北京市政府采购中心

- 何为电子商务？

在多数人们的心中，电子商务就是所谓网购网销，其实，电子商务远远不止这些。美国政府在《全球电子商务纲要》(A Framework for Global Electronic Commerce)中指出：电子商务是指通过因特网进行的各项商务活动，包括广告、交易、支付、服务等活动，全球电子商务将涉及全球各国。

世界电子商务会议给电子商务下的定义为：电子商务是指实现贸易活动的电子化。从涵盖范围方面可以定义为：交易各方以电子交易方式而不是通过当面交换或直接面谈方式进行

的任何形式的商业交易。从技术方面可以定义为：电子商务是一种多技术的集合体，包括数据交换、数据获取，以及自动捕获数据等。

在《电子商务的定义与统计》（经济合作与发展组织 OECD 的研究报告）中指出，不同来源的定义具有不同的特性。来自商业和工业界的定义具有狭义和广义两种形式：电子商务狭义的定义是指利用计算机网络技术进行商品交易的过程，而广义的定义则把范围扩大到服务领域。

这里，我们用图 0-5 来说明电子商务必须考虑的两个方面。

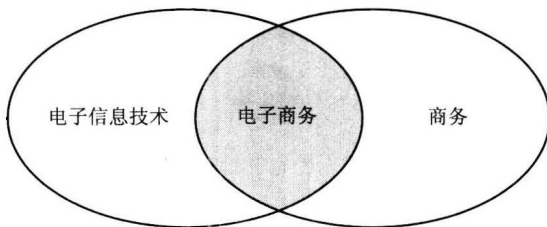


图 0-5

任务 1：了解电子商务基本特点与主要功能。

- 基本特点（见图 0-6）。

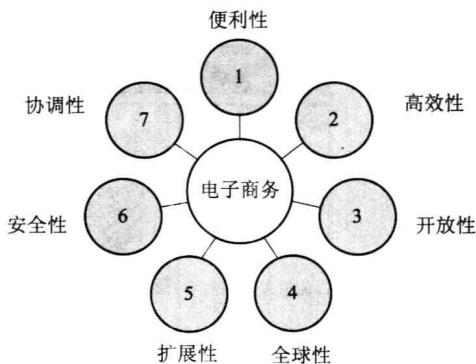


图 0-6

电子商务是一种基于因特网的新型商务模式，其特点是所有商务活动都是电子数字化来完成的。它具有传统商务无法比拟的便利性、高效性与开放性、全球性。我们看到，随着网络的全面普及，电子商务正逐渐扩展到经济活动的各个领域；同时，电子商务网络的安全性至关重要。2011 年诸多网站的用户资料泄露事件，已引发了人们对网络安全性的普遍关注。与传统商务活动相比，电子商务更加强调经济活动各方面的协调性，它要求商家、银行、配送中心等通力协作。

- 主要功能（见图 0-7）。

- 电子商务既可用于企业内部管理，也可用于外部服务。其主要功能有 8 种，其中的广告宣传功能企业可利用企业网站、主页、搜索引擎、电子邮件、论坛、博客、软文等来实现。与传统的广告宣传相比，网络推广与宣传成本低，信息传播迅速，影响广泛。

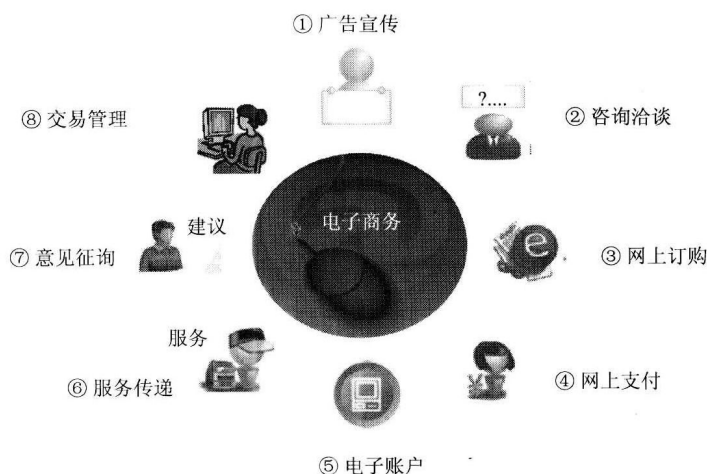


图 0-7

- 想一想，电子商务的其他功能是怎样实现的？
- 企业实例。

传统企业借力电子商务：百年老字号“谢馥春”，走出扬州，重焕青春（见图 0-8～图 0-9）。

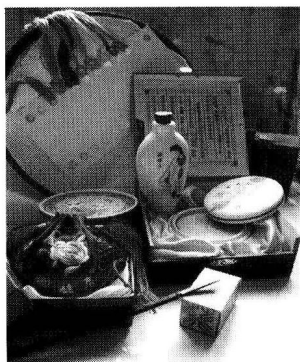


图 0-8 谢馥春产品

图 0-9 谢馥春官网：<http://www.xiefuchun.com.cn>

中华老字号，扬州古老的化妆品品牌“谢馥春”是中国第一家化妆品企业，曾在 1915 年获巴拿马国际博览会大奖，成为当时最著名的化妆品品牌和中国化妆品第一品牌。但随着改革开放后欧美化妆品的大量涌入，市场竞争日趋激烈，谢馥春的市场渠道并没有随之应变，销售也日渐低迷。为此，百年老字号“谢馥春”开始了销售模式的创新，进军电子商务，重新焕发了生机。以往，谢馥春过度依赖传统的经销模式，销售渠道比较单一，只能在门店购买其产品。现在全国任何一个省市，甚至在国外都能够通过网络随时在线购买谢馥春的产品。网上商城除了具有无地域时间限制之外，对于消费者来说更具价格优势：网上购买谢馥春的价格至少要比市场价便宜 15%。谢馥春负责人表示，电子商务为百年老店注入了新的活力，谢馥春在销售量上有了大幅提高。它不仅为企业开拓了市场，节省了成本，也为消费者带来实惠。网上销售已成为谢馥春重要的销售渠道。业内人士认为，电子商务已经成为国内传统产业转型升级中的必然选择，这点连百年老字号也不能例外。