

根据教育部2004年《大学英语课程教学要求（试行）》编写

大学能力英语选修课
系列教材

总顾问◎胡壮麟
总主编◎王正元

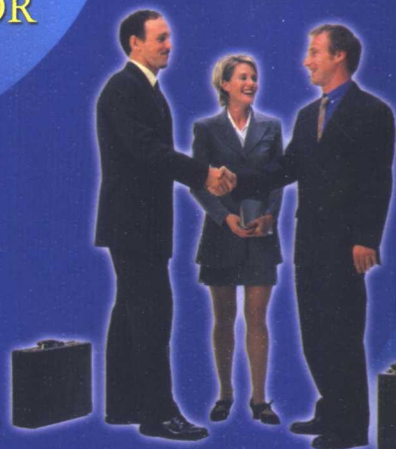
International Business II

大学能力英语 走进国际商务II

ABILITIES IN ENGLISH FOR
COLLEGE STUDENTS

主编◎吴敏华 主审◎(美)Kristine Brazzel

Abilities in English
Task-based learning
Listening Speaking Reading
Writing Translating



机械工业出版社
CHINA MACHINE PRESS



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主 编◎吴敏华
编 著◎吴敏华 杨 莉 郭春燕
主 审◎(美) Kristine Brazzel



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根据教育部2004年《大学英语课程教学要求(试行)》的精神,为保证学生大学英语学习四年不断线,由全国部分重点大学合作编写了这套大学能力英语选修课系列教材。

《大学能力英语》基于“以任务为导向”(task-based learning)的编写理念,突出语用行为原则,每单元围绕某一专题从听、说、读、写、译五方面训练学生的语言交际能力。每册图书配赠一张听力光盘。

《大学能力英语——走进国际商务Ⅱ》涵盖合资办厂、签订协议、特许经营、反倾销、货币知识、融资、信用证、营销与销售、客户服务、人力资源管理 etc. 生动有趣的商务话题,共15个单元。

本书适合作为大学本科高年级非英语专业选修课教材,也可供学生自学使用。

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《大学英语课程教学要求〈试行〉》是当前我国大学英语教学改革的指导文件。这个文件对大学英语的教学性质和目标、教学要求、课程设置、教学模式、教学评估、教学管理都有详尽而清楚的阐述。字里行间，洋溢着崭新的现代教学理念。如：

“大学英语是以英语语言知识与应用技能、学习策略和跨文化交际为主要内容，以外语教学理论为指导，并集多种教学模式和教学手段为一体的教学体系。大学英语的教学目标是培养学生的英语综合能力和应用能力，特别是听说能力，使他们在今后工作和社会交往中能用英语有效地进行口头和书面的信息交流，同时增强其自主学习能力，提高综合文化修养，以适应我国社会发展和国际交流的需要。”

“各高等学校应当根据实际情况，……设计各自的大学英语课程体系，将综合英语类、语言技能类、语言应用类、语言文化类和专业英语类等必修课程和选修课程有机结合……以确保不同层次的学生在英语应用能力方面得到充分的训练和提高。”

由于各校有关大学英语教学的领导和教师对这个文件非常熟悉，我不一一引述。我只想就这两段谈谈我的看法。我觉得《教学要求》颁布后，大学英语界，特别是出版社在出版大学英语教材方面的认识有所提高，如或在大学英语教材中增加听说内容，以弥补现有教材的不足；或单独编写或引进出版听说教材，从实处上突出听说教学；除纸质教材外，大力开发网络课程教学系统；在教材编写方面，尽量贯彻“个性化学习/自主学习”的原则，等等。但我总觉得这还不够，大学英语界对上述第二条引文没有表现出太大的兴趣。人们似乎满足于“综合英语类”的教材和教学，对“语言技能类、语言应用类、语言文化类和专业英语类”的教材和教学考虑较少。事实上，没有这些选修课程的配合，很难实现“提高综合文化修养，以适应我国社会发展和国际交流的需要”；很难做到“必修课程和选修课程有机结合”；很难“保证不同层次的学生在英语应用能力方面得到充分的训练和提高”；也无法完成向“注重培养语言运用能力和自主学习能力的教学模式的转变”。

令人宽慰的是总有一些出版社（如出版本系列的机械工业出版社）和教师（如以王正元教授领衔的各校教师）目标明确、不惧困难，埋头苦干，众志成城。“大学能力英语选修课系列教材”的出版是最好的说明。我个人认为这套教材具有以下特色：

- 教材编写依据上有《教学要求》，下有各校的具体需求。
- 选材原则注意时代性、实用性、趣味性、多样性。
- 编写原则突出任务型教学，反映了当代功能主义的教学理论。
- 每个单元，围绕主题，听、说、读、写、译有效整合。
- 培养学生在语境中自主学习，掌握语用能力。

显然，这些特色来自较多先进的教学理念，其核心是“任务型教学”。国内任务型教学在中小学教材和教学中出现较多，在大学圈内也有倡导的。从反馈看，肯定的多，持

异议的也有。如今“大学能力英语选修课系列教材”的出版，将为我们提供宝贵的经验。具体说，一套教材只有在使用中才能得到检验和完善。在学中干，在干中学，我们的编者本身就是体验实施“任务型教学”。我相信他们能够成功。我预祝他们成功。

胡壮麟

2005年7月

北京大学蓝旗营

前言

根据教育部《大学英语课程教学要求（试行）》“培养学生的英语综合应用能力，特别是听说能力，使他们在今后工作和社会交往中能用英语有效地进行口头和书面的信息交流，同时增强其自主学习能力，提高综合文化素养，以适应我国社会发展和国际交流的需要”的大学英语教学目标和“将综合英语类、语言技能类、语言应用类、语言文化类和专业英语类等必修课程和选修课程有机结合，形成一个完整的大学英语课程体系，以确保不同层次的学生在英语应用能力方面得到充分的训练和提高”的大学英语教学改革的要求，我们编写了这套大学能力英语选修课系列教材。我们在编写过程中力图使教材突出以下特点：

1. 确定以培养学生英语能力为目标

我们在编写这套教材时，大家认真讨论了这样一个问题：学习英语干什么？为了用英语交际。靠什么去交际？靠英语能力。所以我们在编写过程中坚持以培养学生英语能力为目标，而教学互动、情景功能、体验等最终应当落实在英语能力的打造上；英语能力是英语学习的最终目标，其他大多数都是为打造能力服务的方法；形成不了英语能力的学习，应该说是效果不佳的学习。所以，我们在这套教材编写大纲中确定了以培养学生英语能力为目标，把这套教材定名为《大学能力英语》。

2. 坚持“以任务为导向”（task-based learning）的外语教学理念

我们在教材编写中考虑的第二个问题是：既然教材的主旨是培养学生的英语能力，那么什么形式能更有效地培养学生的英语能力呢？语言专家和学者们经过长期的探索和经验积累提出了很多科学的外语教学法，这其中以完成任务为导向的学习法是培养学生英语能力更直接更有效的方法。比如说让学生去听两个美国人围绕一个话题说英语，按照范文去套写一篇英语文章，这样的学习者只是站在第三者的立场上为学习而学习，是一种模仿学习。这种学习往往是被动的、等待的，缺乏带着任务学的身临其境的感受和动力。如果把课程设计成让学生去完成某种任务，以言行事，以言取效，把语言看成是取效行为，这样会有力地调动学生的学习积极性。所以我们在编写这套教材时，尽量明确交际任务，让学生主动地去体验如何完成交际任务，把完成交际任务作为培养提升能力的导向。完成任务型的“实战演练”是培养、打造学生英语能力的有效方法。所以，我们设计的这套教材努力体现：任务的相关性，输入、活动、目标、教师角色、学生角色和环境任务构成的六个因素，输入、加工、输出行为，发展学生的思维能力和以言行事的言语取效行为。

3. 突出学习者为主体的角色行为

我们在编写这套教材时始终注意的另一点是，不要把学生看成单纯的英语学习者，单纯的学习者往往是被动的背诵者、复述者、消极地接受输入者，他们像站在圈外向圈内看的观众，因输入多、输出少而缺乏言语行为的动力。如果我们把学习者看成是任务

的完成者,把他们放到交际环境中去扮演一个角色,而且这个角色同他们将来可能的工作能结合到一起,这会使他们有一种完成任务的使命感,在以言行事的言语交际行为实践中提高在一定语境中的语用能力。我们考虑的另外一点是,一个人的能力是在实践中锻炼提高的,语言学习也是如此,如果脱离了语言实践,很难有真正的语言交际能力。所以我们在这套教材设计中把学习者设计成完成工作任务的“角色”,以增强语言交际锻炼的目的性、实践性;每课都以完成任务作为贯穿全篇培养英语听、说、读、写、译能力的主线,听、说、读、写、译的交际活动都是为了完成任务的交际行为,力求把任务的完成与学习者的岗位、责任、生涯意识结合在一起。

本套教材的构成及使用建议:

为了满足不同层次学生在英语应用能力方面得到锻炼和提高的要求和高校不同专业学生对不同专业英语的需求以及人才市场对就业学生英语能力的要求,本着实用性、知识性和趣味性相结合的原则,为学生的个性化、自主式学习提供选择和方便,这套大学能力英语选修课系列教材分四类共八本:《大学能力英语——走进国际商务》I、II;《大学能力英语——走进社交》I、II;《大学能力英语——走进多元文化》I、II;《大学能力英语——走进科学世界》I、II,可供非英语专业大学三、四年级作英语选修课教材,也可用作非英语专业大学英语任选课、必选课教材。每课包括以完成任务为主线的听、说、读、写、译五部分有机的结合;每本书都附有所力CD、练习答案,因此本套教材也可作为非英语专业学生的自修教材。

我国著名语言学家、博士生导师胡壮麟教授担任本套教材的总顾问,燕山大学外语学院王正元教授担任总主编。各册主编分别为:

- 《大学能力英语——走进国际商务 I》 王正元教授
- 《大学能力英语——走进国际商务 II》 吴敏华副教授
- 《大学能力英语——走进社交 I》 李冬琦教授 张东辉副教授
- 《大学能力英语——走进社交 II》 王燕教授
- 《大学能力英语——走进多元文化 I》 王正元教授
- 《大学能力英语——走进多元文化 II》 张萍教授
- 《大学能力英语——走进科学世界 I》 谢亚琴教授 钟秀平副教授
- 《大学能力英语——走进科学世界 II》 陆军副教授 欧阳铨教授

本套教材的编写工作得到了主编单位的大力支持;哈尔滨工程大学、天津大学、辽宁大学、哈尔滨工业大学、燕山大学、天津医科大学、沈阳师范大学、北京外国语大学等十几所高校的三十余名英语专家、教授、副教授、中青年骨干教师参加了本套教材的编写工作,英、美籍英语专家审读了全部书稿;燕山大学外语学院刘德慧院长、辽宁大学外语学院陈峰院长对本套教材的编写工作给予了大力支持,在此一并表示衷心感谢。

大学英语改革是一项艰巨而十分重要的工作,教材建设任重而道远。编写这套以完成任务为导向、以培养交际能力为目的的教材是一种探索,一定会有缺点和不足,欢迎专家、学者、师生批评指正,提出改进意见。

王正元
2005 年元月

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Unit 1

Yes, We Need a Joint Venture Partner

是的，我们需要合资企业合作伙伴

Tips on Line

合资经营企业 (joint venture) 是指由外国公司、企业和其他经济组织或个人，按照平等互利的原则，在中国境内同中国的公司、企业或其他经济组织共同投资、共同经营、共享收益、共担风险的股权式合资企业。中外合资经营企业的组织形式为有限责任公司。

合资经营企业的双方（或多方）投资者可以采用多种形式投资，既可以投入现金资本，也可以用建筑物、厂房、机器设备或其他物料、工业产权、专有技术、场地使用权等作价出资。

合资经营企业的投资总额是指按照合营合同、章程规定的生产规模需要投入的基本建设资金和生产流动资金的总和。如果合营各方的出资达不到投资总额，也可以合营企业的名义向银行贷款。合营企业的注册资本是指为设立合营企业在工商行政管理部门登记的资本总额，它应是合营各方认缴的出资之和。

合资经营企业的组织形式主要是有限责任公司。合营各方只以所缴付的股本对企业负有限责任。合资经营企业实行董事会领导下的总经理负责制。董事会是合资经营企业的最高权力机构，由合营双方共同组成。董事长和副董事长的人选由合营双方协商确定或由董事会选举产生。

董事会讨论并决定公司的一切重大问题，如企业的发展规划、利润分配、劳动工资水平、停业以及总经理、副总经理、总会计师等的任命或聘请。合资经营企业还设立以总经理为首的经营管理机构，负责企业的日常经营管理工作，总经理向董事会负责。

Tasks

Suppose you are Mr. Zhou, General Manager of Shanghai Fashion Group, dealing with issues of establishing a joint venture with foreign investors. To accomplish your tasks, you should be able to:

- Understand the composition of a joint venture
- Understand the basic procedures for setting up a joint venture
- Understand the responsibilities and obligations for each joint venture partner
- Understand the basic terms in a joint venture agreement

I Listening

Mr. James Green is the project manager with Lausanne Corporation, a British leading apparel company which has been exporting its products to China for quite a long time. The company is considering setting up a joint venture in China. You receive Mr. Green's phone call from London explaining his idea of establishing a joint venture in China.

Study these cue words and phrases before listening to the tape recording.

Task A Warm up with these words and phrases

JV	an association of two or more businesses established for a special purpose
critical	a critical time, factor, or situation is extremely important
profit margin	ratio of income to sales
investment	an investment is an amount of money that you invest, or the things that you invest it in
pour	if people pour into or out of a place, they go there quickly and in large number
competitor	a company's competitors are companies who are trying to sell similar goods and services to the same people

settle in	when people settle in a place, they start living there permanently
documentary	a documentary is a television or radio programme, or a film, which shows real events or provides information about a particular subject
destination	the destination of someone or something is the place where they are going or being sent

Task B *Listening Comprehension: Listen to this tape recording and fill in the blanks*

- James: You see, we have been (1) our products to China for some years and the market there is (2) rapidly. To better serve the (3) market and to increase our (4) , maybe it is time for us to set up a company right there in China. Actually, some of our competitors are making (5) already in China.
- Mr. Zhou: You are right. Apparently a growing number of (6) firms are (7) into China, and the investment environment has improved a lot since our country first (8) to the outside world in 1979.
- James: I've seen some (9) programs about doing business in China and it seems to me that Shanghai is among the best choices for investment (10) . It is critical for the success of the company to choose an (11) place to settle in and develop. That is why I am thinking of your company. You have a very good location. Besides, I think we need to have people who have a good (12) of the local market and are also familiar with the investment (13) , the (14) for getting things done, and so on.
- Mr. Zhou: I'm glad to hear it. What is on your mind? I mean, how are we going to go about it?
- James: I think the first issue is to decide how big the joint venture should be, and as (15) in the joint venture, how we are going to make our (16) . I'd like you to consider these issues and I will (17) next week to do some (18) and I think we can talk it over then.

Task C *True or False: Listen to the tape recording again*

Listen to the conversation again and decide whether the following statements are true or false. Choose **T** if you think the statement is true and **F** if it is false.

T/F 1. Lausanne Corporation has been exporting goods to China for only a short

period of time.

- T/F 2. It is more profitable to trade with China than to invest directly in China.
- T/F 3. Competitors of Lausanne Corporation have not invested in China yet.
- T/F 4. China's investment environment hasn't been changed much.
- T/F 5. Shanghai is not a good place to invest.
- T/F 6. The company will benefit from having a local company as their joint venture partner.
- T/F 7. The size of the joint venture is among the first issues to be decided.
- T/F 8. Mr. Zhou is going to visit James next week.

II Speaking

Task A Situational Dialogue 1

Mr. Zhou is in his office at nine o'clock in the morning. He is expecting to meet with Mr. James Green, who arrived at Shanghai late last night. They will discuss all the key issues concerning establishing the joint venture.

As a general manager, do you know what to discuss with him? Your aims will be:

- ✓ Find out what your partner wants
- ✓ Give him some necessary suggestions and ways of doing business in China
- ✓ Let them know what you want from the cooperation

The following words and patterns may help you with your job:

get down to business

contribution

capital funds

stake

channel

infrastructure

seek

partner

manufacturing

domestic market

overseas market

investment

machinery

Task B Situational Dialogue 2

Mr. Zhou is talking with Mr. James Green, project manager of Lausanne Corporation. They are discussing the investment environment in Shanghai as well as in China.

As a general manager, do you know what to discuss with him? Your aims will be:

- ✓ Give him the information he wants
- ✓ Give him some confidence in doing business in China
- ✓ Emphasize the things that concern him the most

The following words and patterns may help you with your job:

infrastructure	as far as	municipal	favorite
efficiency	experiencing	transparency	complete
random	ready for use		

Task C Role Play Activities

Work with a partner. One of you will take part A. The other will take part B. Make up a short conversation based on the following information.

Next day, A (Mr. Zhou) is talking with B (Mrs. Jane White), the Vice General Manager of Valunsadio Fashion Company, USA. They are talking about the possibility of setting up a joint venture manufacturing sporting apparel, with a total investment of \$ 5 million. Apart from technology and capital funds, Mr. Zhou's company wants the foreign investor to bring in management to enhance the competency of the joint venture company.

III Reading

Task A Read the Passage and Try to Retell It

Mr. Jame Green is reading China Daily, a nationwide English newspaper issued in China. He is interested in an article, that explains the general procedures for establishing a joint venture in China. The following is an excerpt from the article.

It is naturally most important that foreign investors understand the procedures which need to be followed in order to establish foreign-funded enterprises in China. The regular steps which must be taken in this regard are as follows:

(1) Choice of Projects, Cooperation of Partners

The logical first step to take for foreign investors is to decide upon a project. Foreign investors have two options to choose from in this respect; they may chose a project proposed by enterprises or institutions across China, or they may propose investment projects by themselves.

If the first option is taken, it should be noted that institutions and enterprises across China have proposed numerous projects, some of which have government approval, and some that do not. Therefore it is best to select those projects which have been officially approved in order to secure the approval of the relevant authorities.

The second option requires awareness as to whether the chosen project conforms to China's industrial policies, and whether the project belongs to a field which they are officially allowed to invest in.

In addition to this, attention should be paid to attaining reliable Chinese partners for investment. When applying for joint ventures or cooperative ventures, it is the responsibility of the Chinese partner to submit the application for the establishment of investment projects to the competent authorities for approval.

For wholly-owned foreign ventures, investors should seek assistance from the consultants who shall assist in the establishment of the presence in China.

(2) Submission of Feasibility Study Reports and Relevant Official Approval

Investors in a joint venture or a co-operative joint venture can only mount a feasibility study on a project once the application for establishment has been approved. A feasibility study report usually needs to contain the following ten items: outline of implementation, background and history of the project, marketing and production capacity, materials and inputs, site location, design of project, organisational costs, construction arrangements, financial and economic assessments, foreign exchange equalisation and assessment of risks.

(3) The Signing of Contracts and Charters of Association in addition to Relevant Official Approval

Once the feasibility study is approved, the respective partners in equity or co-operative joint ventures can get down to the matter of addressing contracts, charters of association and other legal documents.

In the case of equity and co-operative joint ventures, it is the responsibility of the Chinese partner to submit the contracts and charters of association for approval by the competent authorities. When the charters are approved, the authorities will issue a certificate of approval for the foreign-funded enterprise.

In the case of wholly-owned foreign enterprises, a formal submission of the charters and other documents may be made after the initial application has been approved. Once again, certificates will be issued if this formal application is successful.

(4) Registration

After the contract and charter of association have gained approval, foreign investors and their cooperative partners should apply for registration with the industry and commerce administrative authorities within 30 days. A business license will be issued to all parties when the registration is completed.

Task B Words and Phrases Understanding

Check if you understand the following words and phrases from the above passage.

foreign-funded enterprises _____

wholly-owned foreign ventures _____

feasibility study report _____

foreign exchange equalization _____

contract _____

Charters of Association _____

Task C Reading Comprehension

Questions 1-8 are based on the information from the above reading material. Read the passage again and answer the questions.

1. How many options do foreign investors have in deciding on a project to undertake?

Answer: _____

2. Why do foreign investors have to select officially approved projects?

Answer: _____

3. What does a feasibility study report basically contain?

Answer: _____

4. What should be done after the contract and charter of association receive approval?

Answer: _____

5. What are the three forms of foreign investment enterprises?

Answer: _____

6. What are the regular steps that must be taken to establish foreign funded enterprises in China?

Answer: _____

7. If foreign investors propose their own project, what are the criteria for the project?

Answer: _____

8. From whom can wholly-owned foreign ventures get help concerning the establishment of a venture?

Answer: _____

IV Writing

Writing Guide—Memorandum

- A memorandum is a written report that is prepared for a person or committee in order to provide them with information about a particular matter.
- Use short sentences and short words that everyone can understand.
- Arrange the points in order of importance. Decide which points are irrelevant and should be left out.
- Put each idea in a separate paragraph. Number each of the paragraphs if it will help the reader understand better.

Task A

Write a memorandum. Mr. Zhou is expected to write a memorandum for the Board of Directors meeting tomorrow regarding his discussion with James in **Speaking Task A**. The memorandum can go like this:

**Shanghai Fashion Group
Memorandum**

To: Board of Directors
From: Zhou Heping, General Manager
Date: 28 February 2004
Subject: Joint Venture with Lausanne Corporation

I have discussed with Mr. James Green concerning the ...

Writing Guide—Letter of Intent

- A letter of intent is a written statement expressing the intention of the undersigned to enter into a formal agreement, especially a business arrangement or transaction.
- A letter of intent is not a contract and cannot be enforced; it is just a document stating serious intent to carry out certain business activities.
- Include in the letter of intent the time frame of the agreement.
- Specify the key issues upon which the undersigned have agreed.