

Career Express Business English

职通商务英语

Comprehensive Course

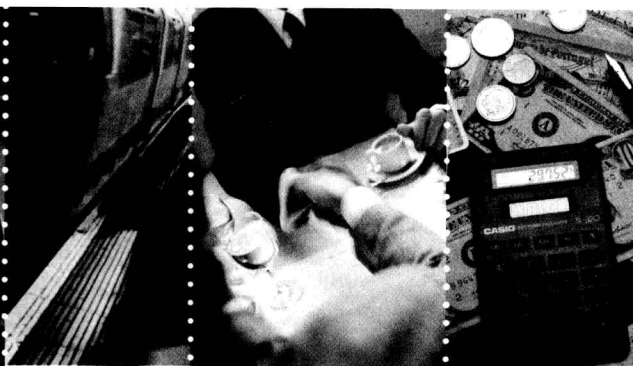
综合教程

3

◎ 总主编 贺雪娟
◎ 主 编 邓曼英 刘玉丹



高等教育出版社
HIGHER EDUCATION PRESS



Zhitong Shangwu Yingyu Zonghe Jiaocheng

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前言

随着经济全球化的进一步发展,我国与世界各国的经济合作日益扩大,国际商贸交往日益频繁。在对国际化商贸人才需求日益增加的同时,社会对高素质商贸人才的英语应用能力的要求愈来愈高,进而对商务英语教学的载体——商务英语教材的编写也提出了更高的要求。《职通商务英语》系列教材旨在提高学习者的商务英语语言交际技巧,培养其熟练掌握英语,通晓商务知识,熟悉国际商务环境,善于跨文化交际的能力,以满足现代社会对商贸人才的需求。

商贸职业岗位群人才培养目标分析表

职业岗位群	主要工作岗位	人才培养目标
国际商务从业人员	进出口贸易,国际物流,国际金融,服务外包等岗位	培养熟练运用商务英语专业技能从事国际商务工作的应用型人才
涉外企业管理人员	涉外企业生产、销售、管理等岗位	培养以英语语言为工具在涉外企业从事生产、销售、管理工作的一线人才
涉外服务从业人员	外事接待、涉外旅游等岗位	培养能熟练运用英语从事外事接待、涉外旅游服务等服务三产一线的专门人才

《职通商务英语》系列教材将商务专业知识和跨文化商务交际能力与英语语言运用技能结合在一起,以学生为中心,以商务为环境,以商贸岗位任务为路径,以商务交际为目的,由浅入深,循序渐进,通过对学生听、说、读、写、译等基本技能的全面训练,培养学生通晓商务技能,掌握英语知识以及在未来岗位中完成商务任务和商务交际的能力。

课程总目标

培养学习者在商务场景中使用英语语言知识和商务知识的技能,使学习者能够完成具体商务任务,成为适应社会需要的应用型涉外商务工作者。

商务知识与技能

使学习者了解和领悟商务活动中需要的知识,掌握商务活动中需要的技能,并灵活运用于商务实践。

语言知识与技能

使学习者通晓商务英语语言知识与技能,完成商务交际任务。

一、《职通商务英语》系列教材的特点

1. 分析岗位,设计系统

《职通商务英语》系列教材是在分析商贸职业人才培养目标,解构职业岗位的基础上,针对行业、企业对商贸高素质人才的要求完成单元主题及框架结构设计的。设计系统、新颖,适合高职高专经贸商务专业的学生使用。

2. 选材真实，突出实用

本系列教材选材真实，编写组成员耗时一个多月，远赴国外著名大学及外贸机构现场选材。所有素材均采用真实事件、真实人物、真实案例，内容涉及企业管理、国际贸易、金融证券、商务礼仪等。通过大量真实、生动的素材，营造出真实的商务活动情境，满足学习者对商务英语学习的实际需求。

3. 设计新颖，注重操作

本教程根据商务英语课程和高职高专学生特点，在教材设计中充分考虑教学法，运用行动导向教育理念和ISAS（Information Search and Analysis Skills）等新的教学观念和手段，注重语言的交际功能和商务知识的应用，遵循“输入—内化—输出”的学习规律，强调教与学的紧密结合。

4. 三位一体，凸显完美

本系列教材由综合教程、听说教程和拓展教程三部分组成。综合教程和教师参考书提供了各单元的课堂教学设计、课文分析、语法讲解、写作技巧、练习答案以及大量商务背景资料；听力教程和教师参考书提供了大量取材于真实商务活动的英语听说训练和商务背景知识介绍，旨在进一步强化听说能力的学习和提高；拓展教程由词汇、语法、阅读、写作及商务技能几部分组成，供学生课后进行巩固及拓展性练习。本系列教材配有电子教案、MP3录音、网络资源等相关教学资源，提供了教学各环节所需要的素材，定期更新。

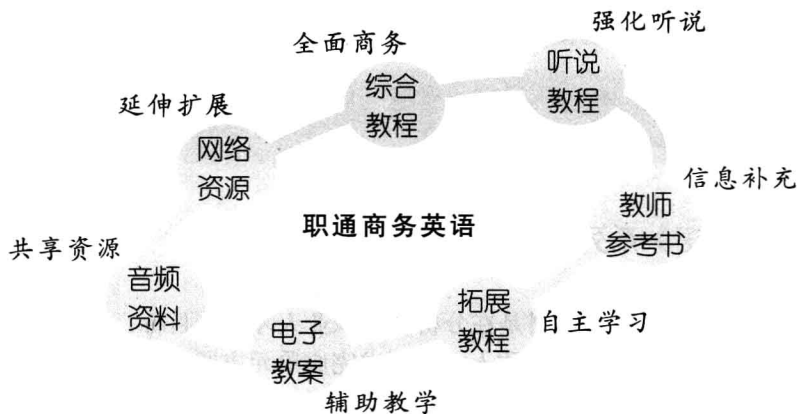
5. 循序渐进，强化阶段

本系列教材共分为4册，内容从基本商务概念、理论到具体商务操作流程以及实际案例分析，便于学习者循序渐进地完成各阶段商务英语知识的学习，更具目的性和科学性。

二、《职通商务英语》系列教材的结构

《职通商务英语》系列教材共分4册，第一册、第二册旨在培养学生的词汇、语法、语用技能、跨文化交际能力和普通商务知识；第三册围绕国际商务及国际贸易流程设计单元主题，进一步培养学生的语言实际运用能力及专业商务知识；第四册为具体商务案例的学习与分析。

《职通商务英语》系列教材构成图



《职通商务英语综合教程》配备MP3录音，每册包含10个教学单元和3个复习单元，各教学单元体例统一，都由以下5个模块构成：

- 学习目标（语言技能、语法要点、词汇、商务交际）；
- 任务导入（小组讨论、问题回答、意见陈述、热身练习）；
- 精读课文（导语、阅读前任务、课文、注释、阅读理解）；
- 语言要点（词汇与语法、商务技巧、商务翻译）；
- 商务交际（商务写作、商务听说、商务礼仪）。

《职通商务英语教师参考书》摆脱了传统的教参编排方式，力求从教师角度出发，做到信息丰富，设计合理，使用方便。电子教案是课堂教学的重要辅助资料，每册分为10个单元，每单元分为一个主页面和三个教学板块，结构清晰。便于教师操作，图文并茂的形式，也有利于激发学生的学习热情。

《职通商务英语听说教程》配备MP3录音，每册包含10个教学单元，各单元的主题与《综合教程》有所不同但相互关联，旨在强化学习者的商务英语听说能力。

《职通商务英语拓展教程》是《综合教程》的补充和扩展，力求从方便学生自学的角度出发，提供了与单元主题相关的自测习题，可作为课后练习来检测学生的学习效果，部分内容还可用于丰富课堂教学。

《职通商务英语综合教程》系列教材由长沙民政职业技术学院应用外语系主任贺雪娟教授担任总主编。《职通商务英语综合教程3》的主编为长沙民政职业技术学院的邓曼英、刘玉丹，参与编写此书的其他编者包括金钊、李琰、许灵芝、陈懿、李涵、潘静、杨亮辉、李兰、朱毅恒、文平。

本套教材在内容设计和材料选取上均做了不少新的尝试，编者真诚地希望使用本套教材的学生和教师能对教材的不足之处提出宝贵意见，以便我们今后加以完善。

编者
2011年2月

教程使用说明

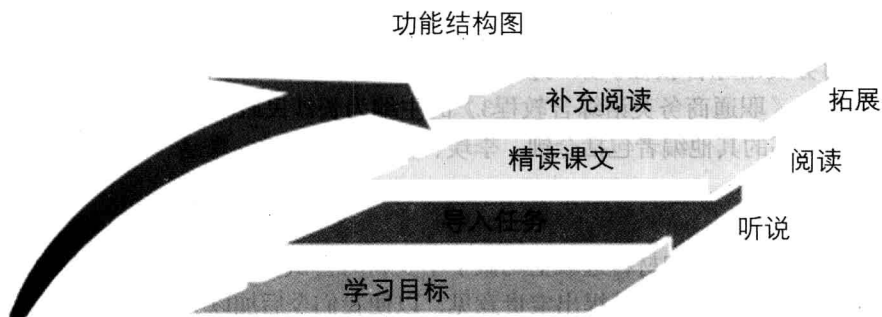
一、编写说明

《职通商务英语综合教程3》分为10个教学单元，主要讲述贸易术语、贸易政策、国际市场划分等内容，供一个学期使用。

本教材内容新颖，选材力求涵盖国际贸易流程所涉及的各个环节，着重介绍开展国际贸易过程中的专业知识与技能，既具理论性，又具实操性。教材编写基于“商务技能+英语知识=核心竞争力”的编写理念，力求在贸易流程、国际管理、企业文化等商务环境中培养学生的英语交际能力和国际贸易岗位技能。在内容安排上注重了语言的体验观、语用观，体现了商务英语的科学性、系统性、实用性。主要适用于高职高专商务英语专业和国际贸易专业的学生学习，同时也可供其他经贸类相关专业的学生和商务英语自学者使用。

二、使用说明

《职通商务英语综合教程3》每个单元分为学习目标、导入任务（Lead-in）、精读课文（Text A & Text B）和商务知识补充阅读（Supplementary Reading）四个部分。



1. 学习目标

旨在让学生清楚地了解本单元的学习任务以及各部分的学习重点。

2. 导入任务(Lead-in)

每篇精读课文前设置相关导入练习，学生可以通过听说、讨论、回答问题、表达看法、完成习题等多种形式完成三至四个与课文主题紧密相关的任务，旨在激发学生对课堂学习的兴趣，使学生在新旧知识之间建立起有机的联系，融会贯通，达到激活学生思维及活跃课堂氛围的目的。

3. 精读课文(Text A & Text B)

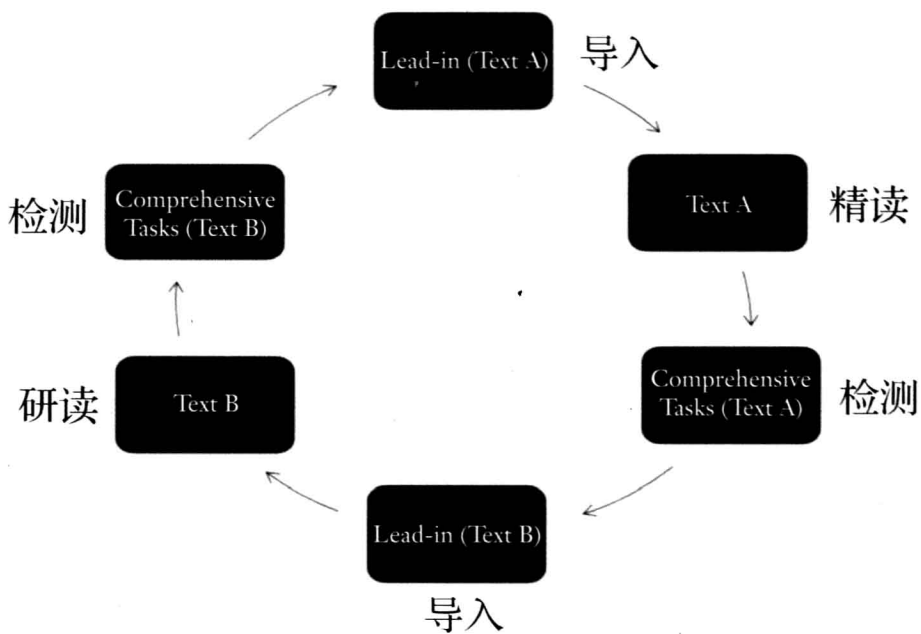
这部分由三个部分组成：

☆Text 提供两篇与单元主题相关的阅读文章，旨在通过对材料的阅读和理解，逐渐培养和提高学生的认知能力。同时有助于学生积累文化知识并掌握语言技能。这两篇课文承担了信息载体的功能，最终使学习语言的过程转变成语言知识和专业技能共同增长的过程，这也就体现

了语言的工具和媒介作用。

☆Notes 提供课文中多次出现的或较难的词汇的注释，及时解答学生在阅读过程中时的困惑。

☆Exercises 提供针对课文内容的若干个阅读理解题，形式多样，包括正误判断、问题回答、问题讨论、多项选择等，用于检测学生对课文的理解程度以及学习效果。



4. 补充阅读 (Supplementary Reading)

提供一篇与主题相关的简短文章。便于学生进一步理解相关专业知识，引起学生课后学习的兴趣。

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Unit

1

Trade Practice

In this unit you will learn

- Text A: General introduction to trade terms and detailed explanation for the most frequently used trade terms.
- Text B: The reason to revise the UCP 500, the revising process, and some articles extracted from UCP 600.
- Supplementary Reading: General introduction to Incoterms 2000.



Section I Trade Terms

Lead-in

1 Work in pairs. Divide the trade terms below into four groups.

FCA	DES	DDU	EXW	CPT
CFR	FOB	DAF	DDP	CIP
DEQ	FAS	CIF		

Departure Paid	Main Carriage Unpaid	Main Carriage	Arrival

2 Work in pairs. Discuss the following questions:

What are the functions of trade terms?

What do you know about the differences among these trade terms?

Text A



Trade terms, also called price terms or delivery terms, are an important ingredient of a unit price in international trade, standing for specific obligations of both the buyer and the seller. Trade terms used in the contract have the important function of appointing the exact point where the ownership of the goods is transferred from the seller to the buyer. The trade terms also define the responsibilities and expenses of both the seller and the buyer. The use of the trade terms greatly simplifies the contract negotiation, and thus saves time, energy and cost.

For better understanding, 13 trade terms are divided into four basically different groups. Namely it starts with the term **whereby** the seller only makes the goods available to the buyer at the seller's own **premises** (the "E"-term, EXW); followed by the second group whereby the seller is called upon to deliver the goods to a carrier appointed by the buyer (the "F"-terms FCA, FAS and FOB); continuing with the "C"-terms whereby the seller has to **contract** for carriage, but without assuming the risk of loss of or damage to the goods or additional costs due to events occurring after shipment and dispatch (CFR, CIF, CPT and CIP). Finally, the "D"-terms whereby the seller has to bear all costs and risks needed to bring the goods to the place of the destination (DAF, DES, DEQ, DDU and DDP). Listed below is a detailed explanation of 3 trade terms which have been the most frequently used in international trade.

FOB: Free on Board (— named port of shipment)

This term means that the seller delivers when the goods pass the ship's rail at the named port of shipment. This means that the buyer has to bear all the costs and risks of loss of or damage to the goods from the point. The FOB term requires that the seller to clear the goods for the export.

FOB is a widely used term in international trade. Under this term, the seller must obtain at his own risk and expense any export license or other official **authorization** and carry out, where applicable, all customs formalities necessary for the export of the goods. On the contrary, the buyer should complete all the necessary steps for import. The risk of loss of or damage to the goods is transferred from the seller to the buyer when these goods pass over the ship's rail at the named port of shipment. The buyer also pays the price as specified in the sales contract.

CFR: Cost and Freight (— named port of destination)

This term means that seller delivers when the goods pass the ship's rail at the port of shipment. The seller must pay the costs and freight necessary to bring the goods to the named port of destination, but risk of loss of or damage to the goods, as well as any additional costs due to events occurring after the time of delivery, are transferred from the seller to the buyer. The seller must bear all risks of loss of or damage to the goods until such time as they have passed the ship's rail at the port of shipment, while the buyer must accept delivery of the goods when they have been delivered and received from the carrier at the named port of destination. The CFR terms require the seller to clear the goods for the export.

It is the seller that charters ships, books shipping space and pays for the cargo loading. When the goods are loaded on board the vessel, the seller should send shipment notice to the buyer. Cargo insurance is to be effected by the seller. The buyer receives the goods at the port of destination and funds all loading expenses at the destination port unless such costs have been included in the freight or collected by the ship-owner at the time the freight was paid.

CIF: Cost, Insurance & Freight (— named port of destination)

Under CIF, in addition to CFR obligations, the seller is obliged to arrange marine insurance against risk of loss of, or damage to the goods in transit. That is, the seller contracts with the insurer and pays the insurance **premium**. The CIF terms requires the seller to clear the goods for the export.

Many factors should be taken into consideration by the seller and the buyer when selecting trade terms. Some trade terms, for example are used only for sea and inland waterway transport, while other trade terms under Incoterms 2000 can be applied to all modes of transport. The term of payment is also relative to the trade terms. There are also other factors to be considered when selecting a trade term, such as the wills of the parties, the price acceptable, the time of shipment, the customs formalities in both countries and the possible risks, losses and damages to the goods during the transportation.

Notes:

whereby: as a result of which, by or through which.

premise: a statement that is assumed to be true and from which a conclusion can be drawn.

contract: to make a legal agreement to provide them with a service.

authorization: a document giving an official instruction or command.

premium: payment for insurance.

3 Read Text A and choose the best answers.

- 1 Trade terms are called price terms or delivery terms because _____.
 - A. they represent the sales contract
 - B. they stand for the price components
 - C. they are under Incoterms 2000
 - D. they have been developed in international trade
- 2 EXW is the trade term under which _____.
 - A. the seller clears for export and loads on the transportation vehicle
 - B. the buyer's obligation ceases when he accepts the goods at the factory or warehouse
 - C. the obligations, costs and risks borne by the seller are minimum
 - D. the responsibilities of the seller are more extensive
- 3 Under trade term FOB, the risk of loss or damage to the goods is transferred from the seller to the buyer when _____.
 - A. the goods cross the vessel at the shipping port
 - B. the goods are placed on board at the destination port
 - C. both the seller and the buyer agree to deliver the goods
 - D. the shipping vessel is ready to leave
- 4 When the seller only pays freight for the goods up to arrival at the port of destination, we can say that the trade term must be _____.
 - A. FOB
 - B. CIF
 - C. EXW
 - D. CFR
- 5 When we decide the trade terms, we should consider _____.
 - A. how to distinguish the obligations of both the seller and the buyer
 - B. mode of transportation, payment terms and other factors
 - C. whether the trade terms are suitable for ocean transportation or not
 - D. the time and cost spent during the transaction

4 Fill in the blanks with the words or phrases given in the table to complete the passage below.

1_____ have been developed in practice over many years to fit particular circumstances. The trade terms refer to using a brief English concept or abbreviation to indicate the formation of the 2_____ and determine the 3_____, expenses and risks borne by two parties as well as time of the passing of the ownership of the goods. When the two parties determine to adopt certain trade terms, all other clauses in the contract shall be 4_____ them. Therefore, in international trade, we usually make use of certain trade terms to define the nature of the contract so as to determine expenses and risks as well as their 5_____ accordingly. Among 13 trade terms, 6_____ are different from all other terms because they contain two key points. First, they indicate the point to which the seller bounds to arrange and bears the cost of carriage. Second, they allocate the risks. While “D”-terms are characterized as the 7_____. “F”-terms are related to a 8_____ appointed by the buyer and EXW only requires the seller to prepare the goods 9_____. Factors such as mode of transport, terms of payment, the wills of the parties, the price acceptable, the time of shipment, and possible risk of losses and damages to the goods during the transportation should all be considered when selecting trade terms. As different countries might have different interpretations of the trade terms, misunderstandings occurred frequently. To clear up the confusion, some international organizations have made quite a few rules and explanations. 10_____ has drawn up a set of standard terms and definitions and revised them in 1953, 1982, 1990 and 2000 in order to bring the rules in line with current international practice.

- | | | |
|--------------------------------------|------------------------|---------------------------|
| A. International Chamber of Commerce | F. unit price | K. obtain insurance |
| B. arrival contracts | G. “C”-terms | L. carrier |
| C. Trade terms | H. in conformity with | M. international trade |
| D. named port of destination | I. responsibilities | N. cost and carriage |
| E. buyer and seller | J. at his own premises | O. rights and obligations |

5 Translate the following sentences into English.

- 1 贸易术语是用一个简短的名词短语和几个英文缩写字母来说明在一定价格基础上, 买卖双方责任的划分。(obligation)

- 2 贸易术语具有两重性。一方面是货物单价的重要组成部分, 另一方面又体现交货条件。(unit price)

- 3 采用何种贸易术语既关系到买卖双方的利益, 也关系到能否顺利履约。(relate to)

- 4 在现在出口利润普遍不高的情况下, 对于国际贸易的每个手续精打细算比以往任何时候都更为重要。(formality)

- 5 中国在进口贸易中, 大多使用FOB或者FCA贸易术语, 而在出口贸易中, 则争取按CIF或CIP方式成交。



Section II UCP 600

Lead-in

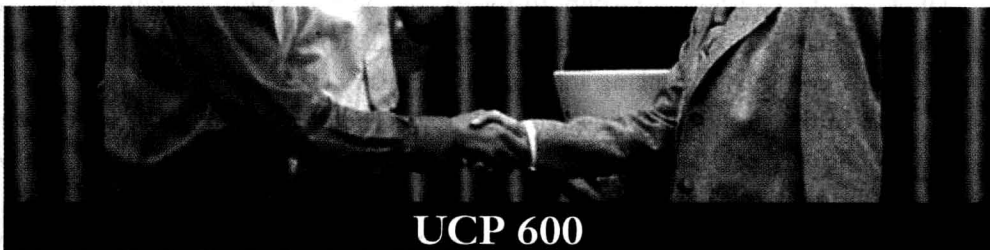
- 1 Listen to the recording about the UCP 600 and fill in the blanks numbered from 1 to 7 with the exact words you hear. With the blanks numbered from 8 to 10, you can write down either the exact words you hear or the main points in your own words.

A 1 _____, in international trade may be described as an instrument of finance carrying a conditional guarantee of payment from an overseas bank to the seller. Consequently, an L/C is desirable in high value and/or high risk transactions. The guarantee is conditional upon the seller complying 100% with the documentary requirements of the L/C, an issue of particular concern to exporters, as the International Chamber of 2 _____ (ICC) estimates worldwide documentary discrepancy rates of 3 _____. L/C transactions are governed by ICC rules, and whilst these provide an international 4 _____ process, the differing 5 _____ of what constitutes documentary 6 _____ create difficulties for sellers in particular.

The latest revision was approved by the Banking Commission of the ICC at its meeting in Paris on 7 _____. This latest version, called the UCP600, formally commenced on 1 July 2007. The new rules: UCP 600, supposedly has simpler and clearer wording, to reduce ambiguity and differences in interpretation, 8 _____.

As the implementation of the UCP 600 rolls out into the world of commerce, 9 _____, and require the intervention of the ICC to clarify the issues concerned. It would be useful to undertake more in-depth research in the future, once a sufficient period of time has lapsed and a body of knowledge has developed through the application and use of the UCP 600 to establish, at least, 10 _____.

Text B



In May 2003, the International Chamber of Commerce authorized the ICC Commission on Banking Technique and Practice (Banking Commission) to begin a revision of the Uniform Customs and Practice for Documentary Credits, ICC Publication 500. This is the sixth revision of the rules since they were first promulgated in 1933.

ICC, which was established in 1919, had as its primary objective facilitating the flow of international trade at a time when nationalism and protectionism posed serious threats to the world trading system. It was in that spirit that the UCP was first introduced — to alleviate the confusion caused by individual countries' promoting their own national rules on letter of credit practice. The objective, since attained, was to create a set of contractual rules that would establish uniformity in that practice, so that practitioners would not have to cope with a **plethora of** often conflicting national regulations.

As with other revisions, the general objective was to address developments in the