

全国应用型本科商务英语系列规划教材

商务技能综合实训

*Comprehensive Practice
on Business Skills*

刘妮雅 主编



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出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、劳全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程 1-4》、《商务英语听说》、《商务英语口语》、《商务英语口译》、《商务英语阅读》、《商务英语写作》、《外贸英语函电》、《商务英语翻译》、《商务知识导读》、《国际经贸文章选读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》、《商务技能综合实训》、《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考。

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前 言

日趋复杂的世界政治经济环境给中国对外贸易的发展带来诸多风险和挑战,严峻的国际市场形势使得市场对国际商务人才的要求也日益提高。对于大学毕业生而言,具有较佳的工作能力和实践能力已经成为适应市场发展的必备条件。

《商务技能综合实训》主要针对商务英语专业和国际贸易专业的学生,以培养其在国际商务领域的岗位技能为目标,以真实的贸易环境为依托,通过进行综合实践练习,完善学生的知识结构、提高学生的动手能力。通过实训练习,学生可以在已掌握的理论知识的基础上,全面、系统地掌握国际贸易业务的基本操作流程和技巧。本教材具有以下特点:

1. 国际贸易场景仿真实训

学生在我们创建的国际贸易仿真场景中,以不同的身份亲自参与到各实训练习中来,在已掌握的国际贸易理论知识的基础上,亲自操作以增强感性认识和记忆,通过实训任务的完成熟练掌握国际贸易业务中的整个流程和各环节的操作。

2. 国际贸易整体掌握与分解操作

本教材以国际贸易业务流程为主线,将其分解为建立业务关系、交易磋商及合同签订、开立审核及修改信用证、装运出口、制单结汇、业务善后等不同的国际贸易场景。同时,我们在每一个大的场景下,又分解出若干个小场景,这些小场景不仅可以连贯成整套国际贸易业务流程,同时每个小场景又可以独立存在、单独学习。

3. 突出实用性和操作性

学生必须要充分利用实验室的硬件设施和网络资源,进行实际的操作练习,以达到娴熟、高效地进行正常的业务操作、处理贸易中出现的各种困难和问题的目的。

4. 中英文相结合

本教材针对商务英语和国际贸易专业的学生,根据不同章节内容在实践应用中的具体情况,以中英文相结合的方式呈现,旨在使学生熟悉各种国际商务场景下的不同语言应用,并且掌握在不同的语言环境中的操作技巧。英文部分的参考译文详见《商务技能综合实训辅导用书》。

本教材的实训方式和基本要求如下:

1. 学生实训前必须预习和复习相关理论基础知识,弄清实训目的、实训内容及步骤。
2. 由任课教师讲清实训的基础知识、操作方法及实训要求。
3. 根据具体的实训任务,或以个人为单位完成,或以实训小组为单位完成。实训小

组由 2—4 人构成, 每人每次一台计算机, 每次均为 2 学时。

4. 要求学生掌握各实训任务所需知识、操作方法或步骤, 记录实训中所遇到的问题, 并写出详细的实训报告。

本教材将商务英语实训教材和国际贸易实训教材的特点相结合, 凸显了英语在国际商务环境下的应用, 同时使学生熟练掌握国际贸易操作技巧。

本书由河北金融学院刘妮雅担任主编, 赵惠娟、张欣欣、赵向阁、熊晓轶、郝军、沈华军参与编写工作。本书在编写过程中参考了大量的书籍和文献, 未一一列出, 在此向有关作者和出版社表示衷心感谢!

由于时间仓促, 编者水平和能力所限, 书中缺点及纰漏在所难免, 恳请读者及各位同行批评指正。

编者

2013 年 2 月

CONTENTS

导论 实训准备

1

Chapter 1 Career & Job Interview

3

1. Career & Job Interview 3
2. Simulated Interview 6
3. Application Letter & Resume 9
4. Simulated Practice 16

Chapter 2 Developing International Market

17

1. Selecting Potential Markets Abroad 17
2. Trade Fairs 18
3. Management of E-Marketing 31
4. Choosing Trading Partners 33

Chapter 3 Establishment of Business Relations

39

1. Writing Letters on Establishment of Business Relations 39
2. Business Reception 42
3. International Business Conference 45

Chapter 4 Business Negotiation

51

1. Export Quotation Calculation 51
2. Business Negotiation 58
3. Export Counter-bid Calculation 65

4. Making out Pricelist 69
5. Proforma Invoice 75
6. International Business Telephone Call 81

Chapter 5 Signing Business Contract

1. Export Sales Letter 85
2. Making out Export Contract 86
3. Translating Business Contract 91

85

Chapter 6 Letter of Credit

1. Issuance of L/C 106
2. Examination of L/C 114
3. Amendments to L/C 120

105

Chapter 7 Shipment

1. Commercial Invoice 125
2. Packing List 137
3. Inspection 148
4. Chartering a Ship or Booking Shipping Space 159
5. Declaration 171
6. Insurance 184

125

Chapter 8 Settlement of Exchange

1. Payment Methods 193
2. Negotiation Documents Under Letter of Credit 200
3. Payment Instruments—Draft / Bill of Exchange 201
4. Making out Documents for Settlement 205

193

Chapter 9 Issues After Transaction

1. Export Verification 221

221

- 2. Export Tax Repay 225
- 3. Delivery 228
- 4. Claim 229

Chapter 10 Comprehensive Practice on International Trade

- 1. Basic Information 233
- 2. Trade and Business Information 234
- 3. Training of Export Business 234
- 4. Training of Import Business 254

233

参考文献

258

一、理论知识框架

在国际贸易进行前，任何商务人员都需要对目标市场有全面和深入的了解，这是成功交易的基本前提，其具体的理论知识框架如下所示：

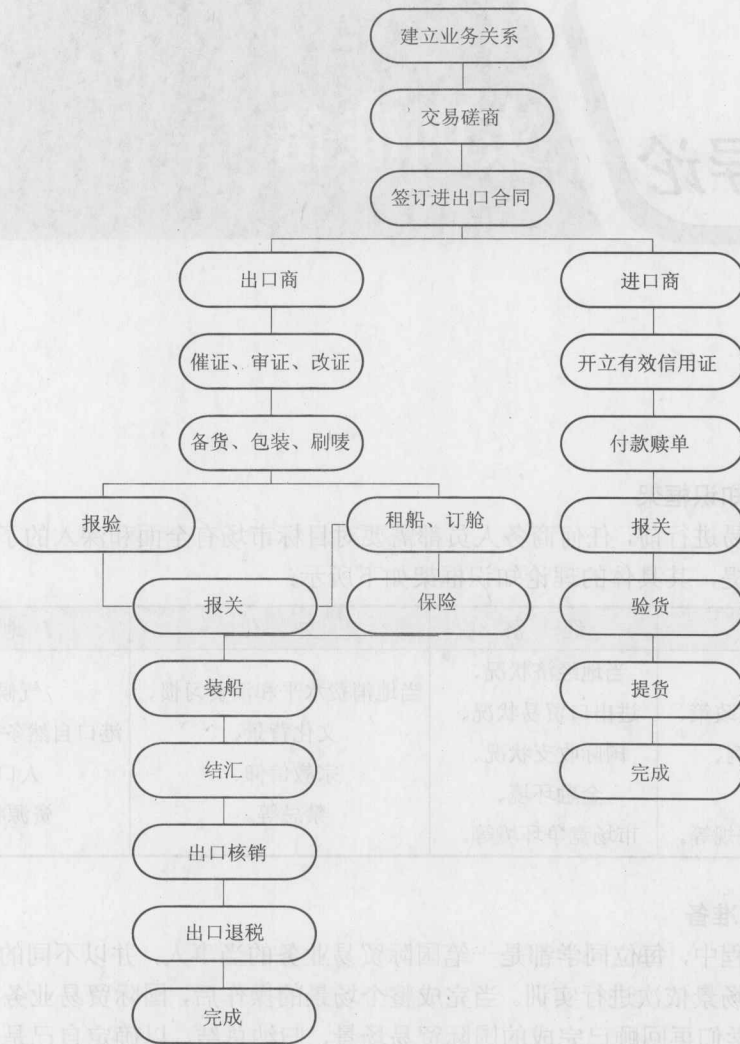
政 治	经 济	文 化	地 理
政治制度、 对外贸易和外交政策、 国际贸易惯例、 国际商法、 当地相关法律法规等。	当地经济状况、 进出口贸易状况、 国际收支状况、 金融环境、 市场竞争环境等。	当地消费水平和消费习惯、 文化背景、 宗教信仰、 禁忌等。	气候环境、 港口自然条件和交通状况、 人口状况、 资源状况等。

二、实训准备

在实训过程中，每位同学都是一笔国际贸易业务的当事人，并以不同的身份，按照实训任务设定的场景依次进行实训。当完成整个场景的操作后，国际贸易业务流程就告一段落。最后，同学们再回顾已完成的国际贸易场景，归纳总结，以确定自己是否基本掌握了一笔国际贸易业务的操作流程。同学们可以通过国际贸易业务实训练习近距离接触到实际业务的操作，但是更需要实际业务的磨炼才能不断提高自身水平。

三、国际贸易业务的基本流程

在实训练习开始前，同学们首先要回顾国际贸易业务的基本流程，从整体上把握全书脉络，从而了解各实训步骤及其相互关系。



Chapter 1

Career & Job Interview



1. Career & Job Interview

Career & Job Interview Tips

Why is it so hard to find a job these days?

Let's face it. Getting a job today is quite different from a decade ago. We live in an increasingly competitive world. Just like you, many people are struggling to find a job—especially one they really want.

But first, you have to make it through that all-important initial hurdle: the job interview.

A job interview is one of the most important interactions in your life. And yet, unfortunately, it only lasts about an hour. That's all you get. And within that short span of time, you have to convince someone that you are the absolute best candidate for the job.

Where to begin?

Job Interview Questions and Answers

Anticipating the job interview questions is one of the best ways to prepare for an interview. Getting ready for an interview requires homework, but the hours of prep time will be worth it—Your answers to any interview questions are taken into consideration by the

interviewer.

Interview questions that are frequently asked during a job interview:

The First Question

This question is asked at the beginning of any job interview:

“Tell Me about Yourself”

This initial job interview question is the warm up question. However, the fact is that the first 10 minutes of the interview are crucial. In these 10 minutes the decision of hiring you is made by the interviewer and the rest of the interview is spent on giving the interviewer rationale for his decision.

● *4 common “Tell Me about Yourself” interview questions and answers*

1. A brief summary of your personal details: You have to give your name, where you are from and a brief review of your resume. You may also provide any other personal details that you choose to provide.

2. Education: You should tell the interviewer about your educational qualifications and any relevant miscellaneous educational qualifications that you might have amassed.

3. Professional experience: Standard question during a job interview is “tell me about your professional experience”. Depending on whether you are a novice or an experienced professional, you should share your previous job experiences. If you are a novice, then, you could tell anything that you think would be relevant to the job. You may provide a scope of your professional capabilities and strengths or any of your hobbies, etc.

4. What are your weaknesses and strengths: One of the tricky interview questions that you might be asked is “tell me about your weaknesses and/or strengths”. Therefore, you should prepare for such questions. A common mistake is to take strength and present it as a weakness. You should be honest. You may share one to two of your weaknesses and the way you have (successfully) corrected or handled these weaknesses. On the other hand, do not boast your strengths. Tell about some of your strengths having a positive impact on your professional capabilities.

● *6 tips for “Tell Me about Yourself” interview answers*

Try to be as clear, precise and frank as possible. When interviewing and answering “tell me about yourself” questions, you should avoid common mistakes and stick to the facts as follows:

1. Keep the information crisp and relevant: One of the first things to remember is to keep the information crisp and relevant. Try to speak in short sentences and moreover, try to

give them as much information as possible in the least amount of time.

2. Do not repeat information from the CV: You should ascertain that none of the information that you provide about yourself is repeated or duplicated from your curriculum vitae. Therefore, your curriculum vitae should only contain the necessary and relevant information, while all other miscellaneous information should be disclosed during the “tell me about yourself” answers.

3. Fabricated or false information: Another important thing that you should remember is that you should not give any fabricated or false information while answering the “tell me about yourself” interview question. Background checks today have become very important and strict. Companies are known to sack people even after years of working, simply on the basis of some false information provided to them during the initial interview.

4. Irrelevant and unnecessary information: It is very important that no irrelevant and unnecessary information is given out during the question. The question seems to be quite simple, but it is actually one of those make or break questions, from which an interviewee can never recover and hence loses the job opportunity.

5. Facts and figures: While telling about yourself, be prepared to be asked further questions about any facts and figures that you have provided. For example, if you have said that you have a Bachelor’s degree, make sure that you carry a copy of the same. Any information given without the relevant proof may be deemed suspicious and ambiguous.

6. Do not tell them about: You should not disclose too much information. You might tell the interviewer that your hobby is fishing, but telling about your last fishing trip in which you missed a big fish would be too much information, unless the interviewer is a big fishing fan and actually goads you into telling the details. Also, you should not give them too much information about your family members. Of course, you would have to inform them about the number of family members that you have, and whether they work or not, and if yes, where, those kinds of details, but telling them anything apart from that is not suggested.

These are just some of the aspects of the crucial “tell me about yourself” interview questions.

(<http://www.job-interview-site.com/>)



2. Simulated Interview

Dialogue 1

Q: Question A: Answer

Q: What contributions did you make to your current (previous) organization?

A: I have finished three new projects, and I am sure I can apply my experience to this position.

Q: What do you think you are worth to us?

A: I feel I can make some positive contributions to your company in the future.

Q: What makes you think you would be a success in this position?

A: My graduates school training combined with my internship should qualify me for this particular job. I am sure I will be successful.

Q: Are you a multi-tasked individual? Or do you work well under pressure?

A: Yes, I think so. The trait is needed in my current (or previous) position and I know I can handle it well.

Q: What is your strongest trait?

A: Helpfulness and caring. Adaptability and sense of humor. Cheerfulness and friendliness.

Q: How would your friends or colleagues describe you?

A: (Pause a few seconds) They say Mr. Chen is an honest, hardworking and responsible man who deeply cares for his family and friends. They say Mr. Chen is a friendly, sensitive, caring and determined person.

Dialogue 2

I: Interviewer A: Applicant

Education Background

I: What is your major?

A: My major is Business Administration. I am especially interested in "Marketing".

I: Which university are you attending?

A: I am attending ××× University.

I: Have you received any degrees?

A: Yes. First, I received my Bachelor degree in English Literature, and then an MBA degree.

I: What course did you like best?

A: Project Management. I was very interested in this course when I was a student. And I think

it's very useful for my present work.

I: Do you feel that you have received a good general training?

A: Yes, I have studied in an English training program and a computer training program since I graduated from university. I am currently studying Finance at a training school.

Working Experience

I: Your resume says you have had one-year experience working in a foreign representative office in Shanghai. May I ask why you left?

A: I worked in a foreign rep. office for one year. However, I left there two years ago because the work they gave me was rather dull. I found another job that is more interesting.

I: What have you learned from the jobs you have had?

A: I have learned a lot about business know-how and basic office skills. In addition, I learned at my previous jobs how to cooperate with my colleagues.

I: What's your major weak point?

A: I haven't been involved in international business, so I don't have any experience, but I have studied this course in the International Business Training Center of the ××× Company.

I: Does your present employer know you are looking for another job?

A: No, I haven't discussed my career plans with my present employer, but I am sure he will understand.

Personality and Hobby

I: What kind of personality do you think you have?

A: I always approach things very enthusiastically. When I beg in something, I don't like to leave it half done. I can't concentrate on something new until the first thing is finished.

I: What is the most important thing for you to be happy?

A: Different people have different ideas. I think the most important thing for me is having a good relationship with my family members and my friends. My family has always been very close-knit. Without that I would be much less happy than I am.

I: What makes you angry?

A: Dishonesty. It's unacceptable.

I: What are your personal weaknesses?

A: I'm afraid I'm a poor talker. I'm not comfortable talking with the people whom I have just met for the first time. That is not very good for business, so I have been studying public

speaking.

I: Are you more of a leader or a follower?

A: I don't try to lead people. I'd rather cooperate with everybody, and get the job done by working together.

Job Requirements

I: Do you think you can make yourself easily understood in English?

A: Yes, in most circumstances.

I: Are you available for travel?

A: Yes, I like traveling. I am young, and unmarried. It's no problem for me to travel frequently.

I: How about overtime work?

A: Overtime work is very common in companies. I can work overtime if it's necessary, but I don't think we will work overtime everyday.

I: Do you like regular work?

A: No, I don't like regular work. I am interested in different projects with new opportunities and new challenge, but I can do regular work if the company needs me to do so.

I: What salary do you expect?

A: Shall we discuss my responsibilities with your company first? I think salary is closely related to the responsibilities of the job.

I: Do you work well under pressure?

A: Working under pressure is exciting and challenging. I don't mind working under pressure. I work well under the circumstances. People can, and I can.

I: Do you have any particular conditions that you would like the company to take into consideration?

A: No, nothing in particular.

I: How soon can you begin working for us?

A: I need about two to three weeks for necessary formalities. I will quit and then transfer to your company.

The End of the Interview

I: Any questions?

A: When will I know your decision?

I: How can we get in touch with you?