



全国高等院校基于工作过程的校企合作系列教材
国家精品在线开放课程外贸基础-函电与单证配套教材



Business English Correspondence

商务英语函电

主 编 张启途 郭艳利
企业顾问 张 慧



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出版说明

党的十九大报告中，习近平总书记明确阐述了“完善职业教育和培训体系，深化产教融合、校企合作”的工作指示，为我国未来职业教育的发展指明了方向。与之相对应的课程开发方式和课程内容的改革模式是“与行业企业共同开发紧密结合生产实际的实训教材，并确保优质教材进课堂”。“全国高等院校基于工作过程的校企合作系列教材”正是对外经济贸易大学出版社在高等职业教育课程建设领域的最新研究成果。

本系列教材适用于全国高等院校**应用型本科**商务英语专业和国际经济与贸易、贸易经济、国际商务、工商管理、市场营销等经济与贸易类和工商管理类专业的学生；同时适用于全国**高职高专**院校商务英语、应用英语、旅游英语等语言类专业以及国际贸易实务、国际经济与贸易、国际商务等财经商贸大类专业的学生。

本系列教材主要呈现以下特点：

1. 体现“基于工作过程”

在我国高等职业教育新一轮课程改革中，我们学习、引进并发展了德国职业教育的一种新的课程模式——基于工作过程的课程模式，指“为完成一件工作任务并获得工作成果而进行的一个完整的工作程序”建立起来的课程体系。

2. 突出“校企合作”

课程体系的“校企合作”以教师和企业人员参与为主体，是“校企合作，工学结合”的人才培养模式发展的必然产物，旨在提高学生的综合能力，尤其是实践能力和就业能力，实现学校教学与工作实践的零距离。

“全国高等院校基于工作过程的校企合作系列教材”的课程方案与传统的课程方案相比，它打破了高等职业教育学科系统化的课程体系，在分析典型职业活动工作过程的前提下，按照工作过程中的需要来设计课程，以突出工作过程在课程框架中的主线地位，整合优化了理论知识与实践活动。教材编写过程中，教师结合自身的教学实践、调研论证和外贸专家对工作岗位的实际要求来安排课程结构和内容，形成了具有特色的基于工作过程的校企合作系列教材体系。

本套教材涵盖三大模块：语言技能类、专业英语类、专业知识类。作者都是本专业的“双师型”教师，不仅具有丰富的语言教学经验，而且具备企业第一线的工作经历，主持或参与过多项国家或省市级相关科研项目，这为本套教材的编写质量提供了有力的保证。

本系列教材包括:

语言技能类

商务英语听说	商务英语函电
实用商务英语口语教程（第二版）	外贸函电与单证实训教程（第三版）
国际商务英语口语实训（第二版）	旅游英语写作实训教程
致用商务英语阅读（上册）	商务翻译实务（第二版）
致用商务英语阅读（下册）	经贸英语口语实训教程
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外贸单证实务（第二版）	集装箱运输实务
进出口报关实务（第二版）	国际贸易实务（双语版）
报检实务（第二版）	跨文化交际技巧——如何与西方人交往
国际市场营销实务	商务英语谈判
涉外企业管理实务（英文版）	国际结算（英文版）

值得注意的是，本系列教材不是封闭的，它随着教学模式和课程设置的变化，将不断推出新的内容，以丰富整个体系。

同时，本套教材均配有 PPT 课件等立体化教学资源，供教师教学参考（下载网址：<http://www.uibepresources.com>）。

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2021 年 1 月

前 言

随着互联网贸易的飞速发展，英文电子邮件及 Skype、WhatsApp、WeChat 等现代网络交际工具广泛使用，Google 等搜索引擎网站、LindedIn、Facebook、Youtube、Instagram 等海外社交媒体和更多 B2B 商务平台成为现代贸易的基础营销工具。掌握互联网贸易、电子商务及基础英语电子邮件写作和口语交际的基础知识，成为现代贸易业务人员的基本要求。

为适应现代贸易工作岗位交际需要，满足产教融合、现代学徒制、岗位倒推、任务驱动、项目导向的教学要求，解决外贸相关教材内容陈旧、手段滞后等问题，编者总结多年互联网贸易成功的工作经验和教学经验，通过真实外贸工作案例，体现产教融合、工作倒推、真实工作过程、互联网教学导向，本着“够用为度”的原则，从英语交际、贸易过程、电子商务多方面入手，突出岗位应用能力，编写本教材。教材以外贸英语函电课程为主，兼顾外贸英语口语课程，针对不同的外贸仿真案例，就一个具体贸易流程业务内容和具体贸易环节，从两个不同角度训练学生的写和说两种不同技能。这避免了传统教材写和说分开，重复训练同一商务内容的不足。教材语言通俗易懂，内容新颖、实用。

本教材倒推外贸工作过程，根据贸易过程的 9 个基本步骤，设计 9 个基本贸易情景，涉及整个贸易工作流程中最重要的内容，以外贸人物真实工作过程引导大家学习每个工作任务。9 个基本贸易情景分别为岗位认知、找客户、谈价格、谈付款、谈装运、谈包装、谈保险、签合同、谈索赔。每个工作任务情景又分为基础知识、工作背景、电子邮件写作、商务对话、实践拓展、综合练习等模块。教材以商务函电写作为主，同时训练商务英语口语、现代电子商务营销手段等技能，综合训练英语写说交际和商务实战技能。

本教材是国家精品在线开放课程外贸基础—函电与单证的指定配套教材。课程在智慧树平台全国开放运行，网址：<https://coursehome.zhihuishu.com/courseHome/2097364>。课程坚持问题和需求导向，采用“三步四境”教学模式对课程进行改革与创新，实现学业、就业、创业良性互动。“三步”指“岗位倒推”“理实操练”“就创一体”的教学过程。“四境”指四种学习场景，即企业岗位、智能黑板教室、在线课程平台和互联网实训室。通过真实案例剖析倒推归纳工作过程，利用“四境”实现“三步”教学过程。

本教材主编张启途曾在中美合资企业从事外贸工作 10 年，是多家企业国际贸易营销顾问，参与企业商务谈判百余次，服务企业成功完成大量外贸业务，具有丰富的国际贸易实践经验。张老师现为潍坊职业学院外贸英语专业教师，获国际贸易职业资格证书，是全国高等院校国际贸易专业“双师型”教师，山东省创新创业教育专家，学院教学名师，社会服务优秀教师。张老师是山东省级精品课程商务英语函电主持人；山东省级精品课程实用英语和商务英语口语主讲教师；山东省精品资源共享课程商务英语函电主持人；

国家在线开放课程外贸基础-函电与单证主持人，主编校企合作教材 6 部，其中《商务英语综合教程》获山东省优秀教材一等奖。

本教材的内容选取源于真实工作案例，源于主编多年的贸易经验和教学经验，同时在企业外贸部经理张慧的大力帮助下，在广大优秀商务英语教师参与下共同完成的。教材由张启途和郭艳利统编并审稿，张效颜、徐小珺、王楠、张振、范培国、李彬、安敏、苗苗、谭恒、文彤、孙晓波、王玉婧等参与了部分内容的编写，合作企业外贸部经理张慧给予了大量贸易实践指导。在本教材的编写过程中，得到了对外经济贸易大学出版社领导和谭利彬编辑的大力帮助，潍坊职业学院的各级领导，尤其是褚志梅院长非常支持和关心本教材的编写，在此一并表示衷心的感谢。

由于编者水平有限，难免存在错误和不足之处，恳请专家、师生及广大读者对书稿中存在的不足，给予批评和指正，谢谢。

本书可供应用型本科院校和高职高专院校的国际贸易专业、商务英语专业、报关与国际货运专业、电子商务专业学生及其他相关院校学生、商贸行业培训学生及贸易从业人员、自学者使用。

主 编
2021 年 1 月

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Scene

Work Cognition



Basic Knowledge

This course is for a work post of future trade manager. The students should know the basic requirements of the trading work, what the buyer really need, the talking points of English communication, what skills he/she should get and what he/she should learn from this course.

As future trade managers, the students should grasp the trade steps, trade terms first, talk with foreign partners freely by English correspondence or English speaking through basic modern communication platforms and tools. The name of this course gives us the learning contents: Trade+English+E-mails. Mostly, students should know well the composition, the writing principles of an e-mail, know more writing skills under a real work scene.



Work Background

Ms Zhanghui is a graduate of business English major. She grows up from a fresh graduate to a successful Sales Manager now after years of hard work. She will guide you her real work steps and tasks in this course.

Most of the work cases in this textbook come from the real trade cases of Weifang Kaixuan Kite Plant, where Zhanghui worked during her internship. In the textbook, she will lead you to learn practical foreign trade knowledge, e-mail writing and relevant e-commerce skills in real working situations.

In this first lesson, as a new comer of Weifang Kaixuan Kite Plant, Zhanghui was provided a worktable, a chair, a computer and an Alibaba account. Of course, she was given a task of sales amount USD5,000 for the first year. Now the manager is teaching her some knowledge of e-mails.

Section 1 Writing

Basics about E-mails

1. What Is an E-mail?

E-mail, sometimes written as e-mail, is simply the shortened form of “electronic mail”, a system for receiving, sending, and storing electronic messages. It has gained nearly universal popularity around the world with the spread of the Internet. In many cases, e-mail has become the preferred method for both personal and business communication. Both free e-mail and company charged e-mail are popularly used for business.

2. Advantages of E-mail

Messages sent by electronic mail normally reach a recipient’s account within seconds. They frequently include more than just text; images and numerous types of formatted documents are now easily included as attached files. Moreover, it is no longer necessary to be sitting in front of a PC to send or receive an e-mail. A variety of mobile devices, such as tablet computers and smart phones, make it possible for us to manage correspondences anywhere. “Fast” “Convenient” “Free” are the main three advantages.

3. Compositions of an E-mail

Generally speaking, an e-mail includes: address of receiver, subject, salutation, opening sentence, body, closing sentence, signature and attachment.

Attentions and Notes

Address of receiver: Better copy the address to avoid making mistakes in spelling; the only address needs totally correct;

Subject: Simple, concrete, relative with products interested and name of the receiver;

Salutation: Direct name of the receiver instead of “Dear Sirs” “To whom it may concern”;

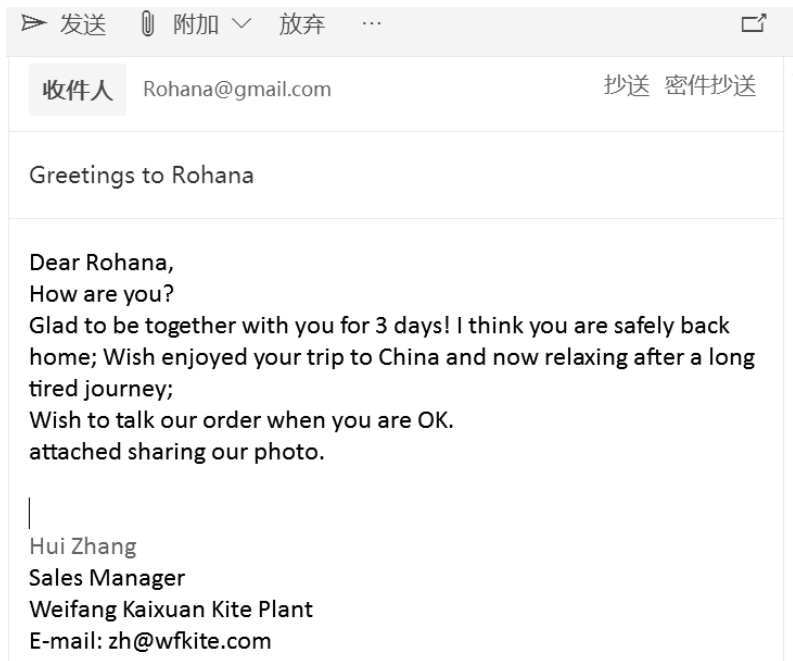
Opening sentence: Simple Greetings or show how to get the customer, or brief about willing;

Body: Clear purposes, questions, answers or requirements, most important points;

Closing sentence: Mostly summarize the content or give wishes or requirements;

Signature: Most important for the receiver to know your company and contact at convenient ways;

Attachment: Some files, pictures, videos can be attached as part of an e-mail.



4. Skills for Writing E-mails

There are 20 tips for writing business e-mails as follows:

(1) Try to be simple

Do not make an e-mail longer than it needs to be. Remember that reading an e-mail is harder than reading printed communications and a long e-mail can be very discouraging to read.

(2) Answer to the point

Try to read the customer's e-mail for several times to get his clear points needed; Understand the customer's exact demands and answer each point completely and correctly; Follow one-to-one correspondence answer principle in writing an e-mail.

(3) Answer all questions, and try to solve further questions

An e-mail reply must answer all questions, and try to include the answer of customer's new possible questions. If you do not answer all the questions in the original e-mail, you will receive further e-mails regarding the unanswered questions, which will not only waste your time and your customer's time but also cause some trouble. Moreover, if you are able to solve in advance some relevant questions, your customer will be grateful and impressed with your efficient and helpful customer service. For example, when a customer wants to visit you, he may just give you a plan. You can ask him if he needs the Invitation Letter, and ask the information about his passport to help him book flight or train tickets in China. You can also ask him if he needs you to book a hotel for him. Customers will definitely appreciate your consideration and help.

(4) Answer swiftly

Customers send e-mails and they wish to receive quick responses. Each e-mail should be replied within at least 24 hours, and preferably within the same working day. If the e-mail is complicated, just send an e-mail back saying that you have received it and that you will get it back to them soon. This will put the customers' mind at rest and usually customers will then be very patient!

(5) Do not attach unnecessary files

By sending large attachments you can annoy customers and even bring down their e-mail system. Wherever possible try to compress attachments and only send attachments when they are productive. Moreover, you need to have a good virus scanner in place since your customers will not be happy if you send them documents full of viruses!

(6) Use proper structure & layout

Since reading from a screen is more difficult than reading from paper, the structure and layout is very important for e-mail messages. Use short paragraphs and blank lines between each paragraph. Using listed points, number them or mark each point.

(7) Do not overuse the high priority option

We all know the story of the boy who cried wolf. If you overuse the high priority option, it will lose its function when you really need it.

(8) Do not write in CAPITALS

If you write in capitals, it seems as if you are shouting. This can be highly annoying. Therefore, try not to send any e-mail text in capitals.

(9) Try to keep former e-mail message

When you reply to an e-mail, you must include the original mail in your reply. In other words, click "Reply", instead of "New Mail". A "threadless e-mail" will not provide enough information and you will have to spend longer time to find out the context of the e-mail!

(10) Read the e-mail before you send it

A lot of people don't bother to read an e-mail before they send it out, this probably with some spelling and grammar mistakes contained in e-mails. Try to read your e-mail as a recipient, this can help you send a more effective message and avoid misunderstandings and inappropriate comments.

(11) Do not overuse Reply to All

Only use Reply to All if you really need your message to be seen by each person who received the original message.

**(12) Appropriate format**

Your e-mail should not have all the text in just a single paragraph, as this makes it difficult for a reader to understand your meaning. Organize the content of your message logically and include bullet points, headings and sub-headings for clarity.

(13) Do not request “read receipts”

If you want to know whether an e-mail was received, it is better to ask the recipient to let you know if it was received. Do not use the self-response receipts function. This will almost always annoy your recipient before he or she has even read your message.

(14) Do not ask to recall a message

Biggest chances are that your message has already been delivered and read. A recall request would look very silly in that case. It is better just to send an e-mail to say that you have made a mistake. This will look much more honest than trying to recall a message.

(15) Do not copy a message or attachment without permission

Do not copy a message or attachment belonging to another user without permission of the originator. If you do not ask permission first, you might be facing copyright laws.

(16) Use a meaningful subject

Try to use a subject that is meaningful to the recipient as well as yourself. For instance, when you send an e-mail to a company requesting information about a product, it is better to mention the actual name of the product, e.g. “Butterfly Kite from Kaixuan” than just to say “product information” or the company’s name in the subject.

(17) Use active voice instead of passive voice

Try to use the active voice of a verb wherever possible. For instance, “We will process your order today”, sounds better than “Your order will be processed today”. The first sounds more personal, whereas the latter, especially when used frequently, sounds unnecessarily formal.

(18) Avoid using URGENT and IMPORTANT

Try to avoid these URGENT and IMPORTANT marks in your e-mail or the subject line. Only use this if it is a really, really urgent or important message.

(19) Avoid long sentences

Try to keep your sentences to a maximum of 15-20 words; Try to use simple words with simple sentences; E-mail is just for correct message transfer; Understand the sender’s idea and

try to be understood; use simple and plain English as much as possible in your e-mails; The easier the better.

(20) Give a deadline for reply

If a reply to your e-mail is required, then the e-mail should clearly state the deadline for the receiver to reply.

5. Format of an E-mail

Sample 1 Full Block Format 全齐头式

Dear Rohana,

How are you?

Glad to be together with you for 3 days! I think you are safely back home. Wish you enjoyed your trip to China and you are relaxing after a long tired journey.

Wish to talk about our order when you are OK. Attached our photos.

Hui Zhang

Sales Manager

Weifang Kaixuan Kite Plant

E-mail: zh@wfkite.com

Sample 2 Indented Format 缩进式

Dear Rohana,

How are you?

Glad to be together with you for 3 days! I think you are safely back home. Wish you enjoyed your trip to China and you are relaxing after a long tired journey.

Wish to talk about our order when you are OK. Attached our photos.

Hui Zhang

Sales Manager

Weifang Kaixuan Kite Plant

E-mail: zh@wfkite.com