

揭阳职业技术学院



教案

课程： 国际贸易概论及实务三 任课教师： 陈伟鸿

专业： 商务英语 班级： 24级

学期授课计划时数： 36 课时

国际贸易概论及实务三教案

任课教师： 陈伟鸿

授课班级： 商务英语 24级

课程总学时： 36

课程周学时： 2

上课周次： 18

基本教材： International Inport & Export Practice

教学进度计划

章节	计划课时	教学手段	备注
第 1 章	2	Instruct ,discuss and	Additional material
第 2 章	4	Instruct ,discuss and	Additional material
第 3 章	10	Instruct ,discuss and	Additional material
第 4 章	4	Instruct ,discuss and	Additional material
第 5 章	8	Instruct ,discuss and	Additional material
第 6 章	4	Instruct ,discuss and	Additional material
第 7 章	6	Instruct ,discuss and	Additional material
第 8 章	8	Instruct ,discuss and	Additional material
第 9 章	10	Instruct ,discuss and	Additional material
第 10 章	4	Instruct ,discuss and	Additional material
第 11 章	2	Instruct ,discuss	

OVERVIEW 2

第1 次课课时 2 学时章节题目 Unit 1 Introduction

本次 课

教学目标

Understand the course outcome in short and full description; and the right learning and teaching method; and understand the usage of this course.

思政目标: 培养和提升学生在宽阔的全球国际贸易视野，在中国崛起于世界的同时，保持政治清醒，提高政治觉悟，为祖国的国际商务事业做贡献。

本次 课

重点难点

Understand the utility of international trade practice and management

Why and how to go trade?

教学基本内容设计

1.1 Subject Objectives:

On completion of this subject, students should be able to:

Understand the export & import procedure

Understand trade terms, laws and regulations

Quote and negotiate in foreign trade operation

Understand the clauses in the sales contract

1. 2 the class characteristics

Knowledge/ Skill/Attitude

structure of the lesson

1.3 Learning Methods

Student learning will be achieved through attendance at lectures and completion of set task during the semester, including the usage of specialist computer software.

Total : 64 periods (40lecture, 24 practice)

From now to the 18th week of this semester

Why go to trade?

辅助手段和时间

分配

Instruct and

discuss

45 minutes

45 minutes

本次课小结

作业、预习等

brief summary: conception and contents of international economics

Review the textbook on page 3-8

Preview ch2

第2 次课课时 2 学时章节题目

Unit 2 Advantages of trading overseas

and role of the export and shipping

office

本次 课

教学目标

Kown about 1) Export benefits and risk

2) The role of the export and shipping office

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Understand the export benefits and risk and realize the role of export department

教学基本内容设计

2.1 Export benefits and risk

Make the determination to export overseas is the management task at the Director level.

2.1.1 Export benefits

- 1) There is the potential for greatly increased company turnover.
- 2) Higher caliber staff
- 3) The company becomes more competitive
- 4) Economies of scale
- 5) Company exposure
- 6) The product or service offered be more competitive.
- 7) Potential levels of profitability are much increased.
- 8) Company risk and business is not confined to one market
- 9) Companies become more integrated

2.1.2 Export risks

- 1) a longer time scale of payment.
- 2) financial risk such as foreign exchange, working capital; interest rates, economic and trade cycles.
- 3) economic/political risk; or commercial risk such as buyer default or contractual dispute.
- 4) Trade barriers
- 5) Corruption, crime, expropriation and fraud
- 6) New skills such as cash management and interest exposure
- 7) A product launch in an overseas market is more costly and complex.

辅助手段和时间

分配

Instruct,
discuss and
Additional
material

45 minutes

2.2 The role of the export and shipping office

An example of NIKE footwear:

It is designed in the USA; prototypes are adopted in Taiwan; the soles are manufactured in South Korea; the leather is bought from Spain; the cloth is produced in Bangladesh; the footwear is assembled in china, and the distribution is logistically handled from Hong Kong to serve a global market.

Ideas: the role of export /shipping office is significant to a company international, and here requires an adequate and cost effective organization.

The export department has two main functions:

- 1) Marketing – sales, pricing enquiries, quotations, recording and checking orders, marketing promotion, research, after sales service, etc.
- 2) Shipping/logistics – transportation/distribution, documentation, packaging, customs clearance, etc.

45 minutes

本次课小结

作业、预习等

brief summary: the export benefit and risk。

Review the textbook on page 37-38

Case study

Preview next part

第3 次课课时 2 学时章节题目

Unit 2 Advantages of trading

overseas and role of the export and shipping office

本次 课

教学目标

Grasp export office organization and structure

Know Export policy and records

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Export policy and records

教学基本内容设计

2.3 The export office organization and structure

The smallest export department – an export manager, shipping clerk, typist and accounts clerk.

The larger export-oriented company - an export marketing manager, an export sales manager, and a shipping manager, each with defined responsibilities.

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

45 minutes

The export/shipping office organization structure:

1. vertical organization

2. Horizontal organization

The type of export sales office

2.4 Export policy and records

Export marketing research

Export accounting policy

The role of a trading firm in the export business

Conclusion:

There is no doubt today that the export and shipping office structure should be well thought-out and adequate to exploit the company products overseas.

45 minutes

本次课小结

作业、预习等

Brief summary: Export office organization and structure; Export policy and records

Review the textbook on page 39-46

Preview unit 3

第4次课课时 2 学时章节题目 Unit 3 INCOTERMS 2000

本次课

教学目标

Understand INCOTERMS 2000 and respectively know each trade term

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Understand INCOTERMS 2000

教学基本内容设计:

3.1 Definition and Relevant International Usages

The trade terms refer to using a brief English concept or abbreviation to indicate the formation of the unit price and determine the responsibilities, expenses and risks borne by two parties as well as the time of the passing of the property in the goods

Relevant International Usages

3.2 Terms of trade: INCOTERMS 2000

ICC introduction

辅助手段和时间

分配

Instruct,

discuss

45 minutes

45 minutes

INCOTERMS 2010

本次课小结

作业、预习等

Brief summary: General idea of the INCOTERMS 2010

Homework: review the contents of INCOTERMS 2010

Preview the detail description of INCOTERMS 2010

Group E

Departure

EXW Ex Works 工厂交货

Group F

Main Carriage
Unpaid
FCA Free Carrier
FAS Free Alongside Ship
FOB Free On Board
货交承运人
装运港船边交货
装运港船上交货

Group C
Main Carriage
Paid
CFR Cost and Freight
CIF Cost Insurance and Freight
CPT Carriage Paid To
CIP Carriage Insurance Paid To
成本加运费
成本保险费加运费
运费付至
运费保险费付至

Group D
Arrival
DAF Delivered At Frontier
DES Delivered Ex Ship
DEQ Delivered Ex Quay
DDU Delivered Duty Unpaid
DDP Delivered Duty Paid

边境交货
目的港船上交货
目的港码头交货
未完税交货
完税后交货

第5次课课时 2 学时章节题目 Unit 3 INCOTERMS 2010

FOB CIF CFR

本次课
教学目标

Detail description of INCOTERMS 2000

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

separately know the difference and connection between FOB CFR and
CIF

教学基本内容设计

3.3 Detail Description of INCOTERMS 2010

3.3.1

3.3.1.1 description

1.FOB -----FREE ON BOARD (.....named port of shipment)

When free is used in trade terms,it means that the seller has an

obligation to deliver goods to a named place for transfer to a carrier.
The seller's responsibilities in detail.

The buyer's responsibilities.

2. CFR -----COST AND FREIGHT (.....named port of destination)

Under the CFR term, the seller must pay costs and freight necessary to bring the goods to the named port of destination.

The cost and freight term is the same as the FOB term except that the seller instead of the buyer is responsible for making arrangement of the ship(chartering a ship or booking a space).

3. CIF-----COST, INSURANCE AND FREIGHT(.....named port of destination)

Under the CIF term, the seller must pay the costs and freight necessary to bring the goods to a named port of destination, and must also procure marine insurance against the buyer's risk of loss of or damage to the goods during the carriage.

(1) CIF 班轮条件(CIF Liner terms);

(2) CIF 舱底交货(CIF Ex Ship' s Hold);

(3) CIF 吊钩下交货(CIF Ex Tackle);

(4) CIF 卸至岸上(CIF landed)。

CIF 项下装卸费用的负担 (术语的变形)

辅助手段和时间

分配

Instruct,

Discuss

45 minutes

3.3.1.2 Issues in practice:

1.The passing point risk

2.Linkage between ships and goods under FOB.

3.Shipping advice under CFR

4.FOB in the Revised American Foreign Trade Definitions 1941

5.Loading and unloading charges when goods are shipped by charter

6.Shipment contracts

3.3.1.3 comparing FOB、CFR、CIF

same points

(1)都适用于海运及内河水运;

(2)交货地点皆为装运港船上交货;

(3)风险和费用的划分皆以装运港船舷为界;

(4)都规定由卖方①提供货物及商业发票; ②将货物交至船上并及时通知买方; ③办理出口手续;

(5)都规定由买方①接收货物、支付货款; ②办理进口手续。

Differences

(1)办理运输的规定的规定不同, CIF 和CFR 下由卖方办理运输, FOB 下由买方办理;

(2)办理保险的责任不同, CIF 下由卖方办理保险, FOB 和CFR

下由买方办理保险；

(3)术语后的地点不同；

(4)各术语的价格构成不同，CFR 价等于FOB 价加上运费，CIF 价等于CFR 价加上保险费。

Case study

20 minutes

25 minutes

本次课小结

作业、预习等

Brief summary: main idea of each INCOTERMS 2010

Homework: recite INCOTERMS 2000 learned

Preview the rest of the INCOTERMS 2000

第6 次课课时 2 学时章节题目 Unit 3 INCOTERMS 2010

FCA CPT CIP

本次 课

教学目标

Detail description of FCA CPT CIP

思政目标： 培养和提升学生在宽阔的全球国际贸易视野，在中国崛起于世界的同时，保持政治清醒，提高政治觉悟，为祖国的国际商务事业做贡献。

本次 课

重点难点

separately know the difference and connection between FOB CFR and CIF/ FCA CPT CIP

教学基本内容设计

3.3.2

The concept of “delivering to carrier”

“Delivering to carrier” means that the seller fulfills his obligation to deliver the goods when the goods are delivered to the carrier. “Carriers” means any person who, in a contract of carriage, undertakes to perform or to procure the performance of transport by rail, road, air, sea, inland waterway or by a combination of such modes.

3.3.2.1 FCA CPT CIP

1. FCA-----FREE CARRIER (.....named place)

The term FCA means the seller delivers the goods, cleared for export, to the carrier nominated by the buyer at the named place. This means that the buyer bears all risks and any costs occurring after the goods have been delivered. It should be noted that according to INCOTERMS 2000, the chosen place of delivery has an impact on the obligations of loading and unloading the goods at that place. If delivery occurs at any other place, the seller is not responsible for unloading.

Some notes

2.CPT -----Carriage Paid To (.....named place of destination)

The only difference between FCA and CPT is that in CPT, the seller must contract for the carriage of the goods to the agreed point at the

named place of destination and pay the cost of carriage.

Some notes

3 CIP-----Carriage and Insurance Paid To (.....named place of destination)

辅助手段和时间

分配

Instruct,

Discuss

45 minutes

The only difference between CIP and CPT is that in CIP, the seller has to procure insurance against the buyer's risk of loss of or damage to the goods during the carriage.

Some notes

3.3.2.2 Comparison between FCA/CPT/CIP and the traditional FOB/CFR/CIF

1.similarities

2.differences

Case study

20 minutes

25 minutes

本次课小结

作业、预习等

Brief summary: main idea of each INCOTERMS 2010

Homework: recite INCOTERMS 2000 learned

Preview the rest of the INCOTERMS 2000

第7次课课时 2 学时章节题目 Unit 3 INCOTERMS 2010

The rest

本次课

教学目标

Detail description of EXW FAS DAF DES DEQ DDU and DDP

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

separately know the difference and connection of EXW FAS DAF DES DEQ DDU and DDP

教学基本内容设计

3.3.3

EXW "EX-WORKS"

Seller prepares goods and makes them available for shipment at the factory or seller's warehouse.

Seller is responsible for all export packaging and marking.

Seller is responsible for executing the commercial invoice.

FAS "FREE ALONGSIDE SHIP"

Seller makes goods available at named port of shipment. Freight collect.

Seller is responsible for domestic leg of shipment

Seller is responsible for export licenses, clearance, export customs, and usually port and forwarder fees. To be used for sea or waterway shipment only.

DAF “DELIVERED AT FRONTIER”

Seller makes goods available at a named place on the border or frontier. Freight prepaid.

Typically used for rail or road transport.

Seller does not cover charges of foreign port or airport.

Seller covers cost of main carriage.

DES “DELIVERED EX SHIP”

Seller makes goods available at a named port of destination. Freight prepaid.

Used for sea on inland waterway shipments.

Seller does not cover charges of foreign port.

Seller covers cost of main carriage

辅助手段和时间

分配

Instruct,

Discuss

45 minutes

DEQ “DELIVERED EX QUAY”

Seller makes goods available on a dock at the named port of destination.

Freight prepaid.

Used for sea or inland waterway shipments.

Seller must cover unloading charges and charges at port.

Seller covers cost of main carriage.

DDU “DELIVERED DUTY UNPAID”

Seller makes goods available to a named place in destination country.

Freight prepaid.

Can be used for any mode of transport.

Importer pays duties and taxes at destination.

Seller is responsible for customs’ clearance.

Seller covers costs of main carriage.

DDP “DELIVERED DUTY PAID”

Seller makes goods available at named place in destination country.

Freight prepaid.

Seller clears goods thru customs and pays all duties and taxes.

Entails foreign exchange risk.

Case study

20 minutes

25 minutes

本次课小结

作业、预习等

Brief summary: main idea of each INCOTERMS 2010

Homework: recite INCOTERMS 2000 learned

Preview the rest of the INCOTERMS 2000

第8次课课时 2 学时章节题目 Unit 3 INCOTERMS 2010

Comparing trade terms

本次课

教学目标

Comparing trade terms with their costs and freights, risks

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Understand trade terms with their costs and freights, risks

教学基本内容设计

3.4

Different costs

Different freight

Who is responsible for transports, insurance?

When the risk transfers from buyer to seller?

Case study

辅助手段和时间

分配

Instruct,

Discuss

45 minutes

45 minutes

本次课小结

作业、预习等

Brief summary: main idea of each INCOTERMS 2000

Homework: recite INCOTERMS 2000 learned

Preview unit 4

第9次课课时 2 学时章节题目

Unit 4 Commodity Price and Export

Quotation

本次课

教学目标

Understand the principle and method of export quotation

Calculation Before Export Quotation

本次课

重点难点

Calculation Before Export Quotation

教学基本内容设计

1. Overview of commodity Price

1) Price expression form

2) Quotation Principle & Objective

3) Money of Account & Payment

4) Use of Commission and Discount

FOB Dailian USD1000 per set including 3% commission

FOBC3% Dailian USD1000 per set

FOBC3 Dailian USD1000 per set

FOB Dailian USD1000 per set including 3% discount

FOBD3% Dailian USD1000 per set

FOBD3 Dailian USD1000 per set

2. Calculation for export quotation

Elements

辅助手段和时间

分配

Instruct,

discuss

45minutes

45minutes

本次课小结

作业、预习等

Homework: Calculation Before Export Quotation case

Preview the next Unit.

第10次课课时 2 学时章节题目

Unit 4 Commodity Price and Export

Quotation

本次课

教学目标

Calculation of Export Counter Offer

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Calculation for Export Quotation

教学基本内容设计

Calculation

When we know about the expression, elements and the key point of calculation, we can give the *export quotation*.

The so-called “export quotation” is the traded commodity price put forward by exporter or seller.

That concludes the three price of *FOB, CIF, and CFR*.

FOB price = cost + circulation expense + profit

CFR price = cost + circulation expense + freight + profit

CIF price = cost + circulation expense + freight + premium + profit

Case study 4-1

大连运成贸易公司收到美国AB 公司求购50 套高档陶瓷餐具计一个20 英尺集装箱)的询盘, 经了解每套陶瓷餐具进货成本人民币2000 元(含增值税17%), 出口包装费每套500 元; 该批货物国内运杂费共计1200 元, 出口商检费350 元, 报关费150 元, 港区港杂费900 元, 其它各种费用共计1500 元。运成公司向银行贷款的年利率为8%, 预计垫款两个月, 银行手续费率为0.5% (按成交价计), 出口陶瓷餐具的退税率为8%, 海运费从大连至纽约一个20 英尺集装箱的包箱费率是2200 美元, 客户要求按成交价的110%投保, 保险费率为0.85%, 并包括3%佣金。运成信公司的预期利润为成交额的10% (已成交金额计), 人民币对美元的汇率为6.92: 1, 试报每套陶瓷餐具的FOB、CFR、CIF 价格。

辅助手段和时间

分配

Instruct,

discuss

45minutes

45minutes

本次课小结

作业、预习等

Homework: case study

Preview the next Unit.

第11 次课课时 2 学时章节题目 Unit 5 International transport modes

本次课

教学目标

Study the diversiform of international transport modes

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Understand the diversiform of international transport modes

教学基本内容设计

5.1 the international transport modes

Transport adds value to the product.

1 International air transport

At the moment airfreight constitutes 1 per cent in volume and about 20-30 per cent in value terms of total world trade.

2 International road transport

The road vehicle is a low capacity but very versatile unit of transport which is most flexible in its operation.

The road vehicle distributive ability can offer a door-to-door service without intermediate handling.

Documentation is simple.

The service tends to be reliable and to a high standard.

3 International rail transport

A high-capacity form of transport operating on a disciplined, controlled, reliable, and exclusive artificial way route

Relatively high speeds and more economical

5.2 Containerization

1. Concept of containerization (in textbook)

2. Features of containerization

辅助手段和时间

分配

Instruct,

discuss

45 minutes

45 minutes

本次课小结

作业、预习等

Brief summary: The role and essentials of transport system

Homework: Master the contents learned today

Preview Container distribution and types

第12次课课时 2 学时章节题目 Unit 5 International transport modes

本次课

教学目标

Study Container distribution and types

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Understand the diversiform of Container distribution and types

教学基本内容设计

5.2.1 Container distribution

containers are owned by: a) shipping companies b) leasing companies c) Manufacture enterprises or firms

The container leasing operation: "A lease contract"

The repositioning of empty containers

5.2.2 Container types

ISO container type、International Air Transport、Association (IATA) containers

ISO container types

Dry van、High-cube、Tanks、 Reefers、 Open tops、 Bulklers、

Others

辅助手段和时间

分配

Instruct,

discuss

45 minutes

45 minutes

本次课小结

作业、预习等

Brief summary: The role and essentials of transport system

Homework: Master the contents learned today

Preview

第 13 次课课时 2 学时章节题目 Unit 5 International transport modes

本次课

教学目标

Study Container bases, Non-containerizable cargo, Sea transport

本次课

重点难点

Understand the diversiform of Container bases, Non-containerizable cargo, Sea transport

教学基本内容设计

5.2.3 Container bases

- 1) Container handling and storage.
- 2) Specialist cargo resources to handle dangerous cargo; consignments 'over height', 'over width' and 'out of gauge;
- 3) Export and import LCL.
- 4) On-site customs clearance.
- 5) Adequate security of the goods through onsite guards
- 6) FCL cargo handling.
- 7) Customs warehousing.
- 8) Office accommodation for tenants using the container base on a regular basis.
- 9) Workshops for vehicle maintenance and repair, washing and steam-cleaning services for the containers.

5.2.4 Non-containerizable cargo

Rollable cargo with its own wheels or tracks

Cargo that is carried on trailers.

Special project cargo

Neo-bulk cargo

Inland clearance depots(ICD)

Inland clearance depots (ICDs) are situated at convenient points – usually in industrial and commercial areas outside the limits of any port or airport.

辅助手段和时间

分配

Instruct,

discuss

45 minutes

Dry ports

The dry port emerges from the development of multi-modalism international. It may be a rail terminal located in an industrial and/or commercial region providing a direct rail link with one or more container ports.

5.2.5 Sea transport

During the past 25 years, radical change happened to the maritime transport:

- Containerization
- Ro-Ro services
- Purpose-built specialized bulk cargo carrier
- Versatility of vessels such as the Ro-Ro container vessels
- Multi-modal or combined transport service
- Logistics and high technology

45 minutes

本次课小结
作业、预习等

Brief summary: main points about Container bases, Non-containerizable cargo, Sea transport

Homework: Master the contents learned today

Preparation: multi-modalism

第14次课课时 2 学时章节题目 Unit 5 International transport modes

本次课

教学目标

understand the operation of multi-modalism

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

understand the operation of multi-modalism

教学基本内容设计

1. Concept of the multi-modalism

Multi-modalism is the process of providing a door-to-door or warehouse-to-warehouse service to the shipper which embraces two or more forms of transport and involves the merchandise being conveyed in a unitized form in the same unit throughout transit.

2. Subject parties involved in multi-modalism

3. Features of multi-modalism

It provides a dedicated service with each operator or carrier committed to the schedule.

It operates under NVOCC or NVOC arrangements.

It places the multi-modal user in a strongly competitive situation.

It develops and coordinates the best features of the transport modes to the advantage of the shipper.

It is an ideal environment for EDI.
The network is very extensive and fast growing.
A common code of liability and processing of documents is now permitted.

辅助手段和时间

分配

Instruct,
discuss

90minutes

The role of the seaports and airports extends to multi-modal networks.

It relieves port congestion and develops ICDs, dry ports, free trade zones and so on.

Conclusion

Read the last paragraph of this Unit.

Case study

本次课小结

作业、预习等

Brief summary: main points about multi-modalism

Homework: Master the main idea of multi-modalism

Preparation: Reading the next Unit

第15次课课时 2 学时章节题目 Unit 6 Logistics and Globalization

本次课

教学目标

Study the role of logistics in the trade transaction and the operation of logistics, commonly understand the development of globalization

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Key concept of logistics and the role of logistics in the international trade

教学基本内容设计

1. The Role of Logistics

(1) The concept of logistics

The time related positioning of resources, ensuring that materials, people, operational capacity and information are in the right place at the right time in the right quantity and at the right quality and cost.

(2) Two main criteria to successful international logistic

Criteria to logistic international

An integrated network of professionals throughout all countries concerned to ensure the smooth passage of goods

A high level of specialist expertise and knowledge relating to the multitude of laws, conventions and regulations inherent in the conduct

of the international trade environment

Transparency of data communication at all times between parties in the supply chain

(3) P&O Nedlloyd Container line – Logistics Division

Four key service areas:

- 1) Supply chain management
 - 2) Delivery and customs clearance.
 - 3) Distribution management
 - 4) Import logistics and outbound distribution.
2. Factors contributing to the development of logistics

辅助手段和时间

分配

Instruct,

discuss

90minutes

本次课小结

作业、预习等

Brief summary: main points about the role of logistics

Homework: Master the role of logistics and the factors contributing to the development of logistics

Preparation: Globalization

第16次课课时 2 学时章节题目 Unit 6 Logistics and Globalization

本次课

教学目标

Study the role of logistics in the trade transaction and the operation of logistics, commonly understand the development of globalization

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Key concept of logistics and the role of logistics in the international trade

教学基本内容设计

1 Logistic case study

(1) General Motors and Kay O'Neill Logistic Professionals

(2) Haworth UK and Kay O'Neill Logistic Professionals

Services provided by freight forwarders

- International freight quotations
- Booking inland and international freight movements
- Containerization and consolidation of freight
- Providing scheduling of carriers
- Transshipments

2. Globalization

(1) Advantages of globalization

- (2) Factors driving globalization
- (3) Factors obstructing globalization
- (4) Developing the global economy

Criteria of logistic supplier selection

- 1) In-house evaluation of the activities implicating distribution strategy for the achievement of business plans goals.
- 2) To conduct a full costing exercise taking into account the type of service, the price, the net revenue released by reducing the in-house resource and the cost of switching
- 3) Identify the number of viable suppliers in the market

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

90minutes

本次课小结

作业、预习等

Brief summary: main points about globalization

Homework: Additional reading on the cases of logistic

Preparation: the next Unit

第17次课课时 2 学时章节题目 Unit 7 Export Cargo Packaging,

Stowage And Marking

本次课

教学目标

Study the role of package to cargo, and the function to stowage and marking, grasp the way of shipping mark design

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Factors influence the type of package, the functions to stowage, shipping mark

教学基本内容设计

1. The factors influencing cargo packaging

(1) Packaging techniques

(2) A complete range of packing service involve:

Warehousing, Stock control, Order processing, assembly, modification, Packing

Domestic and international distribution, Customs documentation ,

Consolidation of a range of small, products from a shipper, Multilingual instructions, Product test

Product assembly, Shipment of goods on fixed units or pallets
Value of the goods – high value and low value
Nature of the transit – type and length, Nature of the cargo,
Compliance with customs or statutory requirements – dangerous cargo
Resale value of packaging material in the importer's country
Marketing considerations
Facilities available at the terminal
Type and size of container, cargo wagon, pallet, Ro-Ro vehicle or aircraft
Marking of cargo packaging
Cost of packaging

2. Types of packaging

- 1) With little or no form of packing and carried loose – iron, steel plates, iron rods, railway rolling stock, and steel rails
- 2) Baling of canvas[帆布包] – paper, wool, hay, peat, cotton, carpets and rope
- 3) Bags made of jute, cotton, plastic, or paper – cement, fertilizer, flour, oil cakes, animal feedings products, chemicals
- 4) Barrels, hogsheads[大桶] and drums – liquid, greasy cargo
- 5) Boxes, cases and metal-lined cases

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

90minutes

- 6) Carboys, or glass containers enclosed in metal baskets – acids and other dangerous liquids
- 7) Cartons
- 8) Crates or skeleton cases – machinery, refrigerators, cycles, oranges

3. Two new packing technics

- 1) Bulk liquid bag or container – various kinds of liquid cargo
- 2) Shrink-wrapping – air freight

本次课小结

作业、预习等

Brief summary: main points about the factors influencing cargo packaging and the type of packaging

Homework: Master the contents learned today

Preparation: reading the rest of the Unit

第18次课课时 2 学时章节题目

Unit 7 Export Cargo Packaging,

Stowage And Marking

本次课

教学目标

Study the role of package to cargo, and the function to stowage and marking, grasp the way of shipping mark design

本次课

重点难点

Factors influence the type of package, the functions to stowage, shipping mark

教学基本内容设计

1. Stowage of cargo

(1) The four main factors to consider in the stowage of cargo

1) The best possible use of the available dead weight or cubic capacity

2) The need to prevent damage to the ship, road vehicle, aircraft or container

3) Cargo which is fragile, taints very easily, is liable to leakage, scratches easily, has strong odors, or is liable to sweat requires proper segregation

4) A proper segregation of different consignments for various destinations, areas, ports and countries must be made to prevent delay in distribution and avoid double handling.

The principle of cargo stowage to ISO container

1) Tightly stow to make it impossible of cargo lateral and longitudinal movement within container

2) Cargo should be effectively restrained to prevent
a) collapse of the stow

b) any movement during transit

c) Face of the stow collapsing and leaning against the container doors

3) The consignment must be adequately secured.

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

45minutes

2. Marking of cargo

(1) Shipping mark design

(2) Shipping mark function

45minutes

本次课小结

作业、预习等

Brief summary: main point about the stowage of cargo and marking of car

Homework: Master the content learned today

Preparation: Reading next Unit

第19次课课时 2 学时章节题目 Unit 8 CARGO INSURANCE

本次课

教学目标

Understand the fundamental of the cargo insurance and grasp the cargo insurance policy and clauses

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Understand the fundamental of the cargo insurance and grasp the cargo insurance policy and clauses

教学基本内容设计

8.1 Cargo insurance market

Insurance: The pooling of fortuitous losses by transfer of such risks to insurers, who agree to indemnify insureds for such losses, to provide other pecuniary benefits on their occurrence, or to render services connected to the risk.

Cargo insurance (also called marine cargo insurance) covers physical damage to, or loss of your goods whilst in transit by land, sea and air and offers considerable opportunities and cost advantages if managed correctly.

1 What is insurance market?

It is a kind of market, also a summary of demand and supply of insurance commodity. In the insurance market, the traded objectives are all kinds of insurance coverage offered by insurance company for consumers who faced risks.

2 element

subjective: supply-side, demand-side, Intermediary

objective: Coverage

3 classification

Domestic and foreign market

Monopoly free competition, monopoly competitive

4 function

for society stability

Optimize the allocation of resources

Improve resident life level

For economic development

辅助手段和时间

分配

Instruct and

discuss

45 minutes

7.2 typical insurance market

1.China insurance market

2.Lloyd's Agents

Today, Lloyd's of London remains the leading market (note that it is not an insurance company) for marine and other specialist types of insurance, but it works rather differently than the more familiar kinds of insurance.

\

45 minutes

本次课小结

作业、预习等

brief summary: conception and contents of cargo insurance

Review the textbook on page 255-263

Preview the textbook on page 264-267

第20次课课时 2 学时章节题目 Unit 8 CARGO INSURANCE

本次课

教学目标

Understand the **Marine Cargo Insurance and Fundamental principles of insurance**

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Fundamental principles of insurance

教学基本内容设计

Fundamental principles of insurance

1. Insurable interest

In a marine adventure, where one stands in any legal or equitable relationship to the adventure insurable property at risk therein in consequence of which he may:

a) Benefit by the safety or due arrival of the insurable property;

b) Be prejudiced by its loss, or by damage thereto, or detention thereof

c) Incur liability in respect thereof

2. Utmost good faith

3. Indemnity

The word "Indemnify" is defined as to secure against loss, damage, or hurt or to compensate for loss, damage or hurt. Therefore, in insurance, a policy insures that the insurer will indemnify the insured against specific loss, damage, or hurt. This policy may cover all sorts of loss including loss of life, loss or damage of property such as house or car, and more.

辅助手段和时间

分配

Instruct,

discuss and

45 minutes

4. Subrogation

The doctrine of subrogation is a corollary to the principle of indemnity and applies only to fire and marine insurance. According to it, when an insured has received full indemnity in respect of his loss, all rights and remedies which he has against third person will pass on to the insurer and will be exercised for his benefit until he (the insurer) recoups the amount he has paid under the policy. It must be clarified here that the insurer's right of subrogation arises only when he has paid for the loss for which he is liable under the policy and this right extend only to the rights and remedies available to the insured in respect of the thing to which the contract of insurance relates.

5. Causa Proxima

The rule of causa proxima means that the cause of the loss must be proximate or immediate and not remote. If the proximate cause of the loss is a peril insured against, the insured can recover. When a loss has been brought about by two or more causes, the question arises as to which is the causa proxima, although the result could not have happened without the remote cause. But if the loss is brought about by any cause attributable to the misconduct of the insured, the insurer is not liable.

6. Contribution

Where there are two or more insurance on one risk, the principle of contribution comes into play. The aim of contribution is to distribute the actual amount of loss among the different insurers who are liable for the same risk under different policies in respect of the same subject matter. Any one insurer may pay to the insured the full amount of the loss covered by the policy and then become entitled to contribution from his co-insurers in proportion to the amount which each has undertaken to pay in case of loss of the same subject-matter.

45 minutes

本次课小结

作业、预习等

brief summary: Fundamental principles of insurance

Review :the textbook on page 264-269

Preview :the next of this Unit

第21 次课课时 2 学时章节题目 Unit 7 CARGO INSURANCE

本次 课

教学目标

Cargo insurance policy form and clauses

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Cargo insurance policy form and clauses

教学基本内容设计

Marine Insurance Policy Form

- 1) Single shipment or Facultative shipment
- 2) Annual policy
- 3) Open policy

The category of marine cargo insurance:

1. Maritime Risks
2. Maritime Loss and Damage

Two basic kinds of loss: Total loss/Partial loss

Partial loss: G.A.(general average)/P.A.(particular average)

3. Salvation Expenses

Sue and labor expenses [施救费用]: insured expend on secure cargo imperil

Salvage charges[救助费用]: pay to a third party that renders services in a time of cargo peril.

CHINA INSURANCE CLAUSE (CIC)

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

45 minutes

“ OCEAN MARINE CARGO CLAUSE OCEAN MARINE CARGO CLAUSE”

Basic risk clause

Extraneous risk clause

Special risk clause

Independent risk clause

1. BASIC RISK CLAUSE

F.P.A. (free from particular average)

W.P.A. (with particular average)

All Risks (= W.P.A. + General Extraneous risks)

Insurance duration: “W/W CLAUSE”

2. EXRRANEIOUS RISK

General Extraneous risks

Special Extraneous risks(war risks; strike risks)

“ Basic risk + Extraneous risks” Against W.P.A. clash and breakage risk and war risk

INSTITUTE CARGO CLAUSES(I.C.C.)

ICC(A) exclusions

ICC(B) named perils

ICC(C)

Institute War Clauses-cargo

Institute Strikes Clause-cargo

Malicious Damage Clauses

Case Study: The Productivity Slowdown

45 minutes

本次课小结

作业、预习等

Brief summary: Cargo insurance policy form and clauses

Review Cargo insurance policy form and clauses

Preview the next of this Unit

第22次课课时 2 学时章节题目 Unit 7 CARGO INSURANCE

本次课

教学目标

Cargo insurance claims

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Cargo insurance claims

教学基本内容设计:

1. Effecting Cargo Insurance

Insurance cover

Transportation of merchandise to the seaport or airport of departure

Period during which the goods are stored awaiting shipment or loading

The time whilst on board the ship, aircraft or other conveyance

The 'off loading' and storage on arrival at destination

Transportation to the buyer's premises or address

2. Cargo insurance claims

Since the age of exploration it has been the general public policy of world trading nations that carrier liability for cargo loss & damage be limited. The goals for such policy have been to:

Encourage carriers to face the uncertainties of International shipping without undue risk;

Encourage shippers to purchase cargo insurance;

Spread the risks of International shipping through a large group of insurance underwriters and shippers.

A first attempt to create a uniform set of International cargo claim rules came with the Hague Rules of 1924. The Hague Rules established minimum terms and conditions for bills of lading covering the maritime transport of goods.

Procedure

Written Notice of Loss in a short time,

Filing An Ocean Cargo Claim

with the documents requires.

辅助手段和时间

分配

multimedia,

Instruct,

discuss

45minutes

3.practice

Insured Amount = CIF x (1+10%)

Insurance Premium= CIF x (1+10%) x premium rate

CIF=CFR / [1 - P.Rate x (1+10%)]

Insurance clause

Insurance: To be covered by the Seller for 110% of total (full) invoice value against All Risks and War Risks subject to(as per) the relevant ocean marine cargo clauses of the People's Insurance Company of China, dated 1/1/1981.

Case study

45minutes

本次课小结

作业、预习等

Brief summary: the concept of insurance and clauses

Homework: review this Unit

Preparation: the next Unit

第23 次课课时 2 学时章节题目 Unit 9 Export Finance

本次 课

教学目标

Understand the essential of export finance

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Export finance

教学基本内容设计:

1.PAYMENT ARRANGEMENTS

In a sale agreement, the buyer's obligation to pay for the goods involves:

- 1) the instrument of payment
- 2) the mode of payment
- 3) the time and place of payment
- 4) Bills of Exchange (commercial bill, banker's draft)
- 5) Promissory
- 6) Cheque

辅助手段和时间

分配

multimedia,
Instruct,
discuss

45minutes

2.Payment Methods for International Trade

In any international trade transaction, credit is provided by either the supplier (exporter), the buyer (importer), one or more financial institutions, or any combination of the above.

3. Financing An International Transaction

1)The Place And Currency Of Payment

The buyers obligation also includes payment at a particular place and in a particular currency.

Note that the currency of account may vary from the currency of payment.

2) Mode Of Payment

Remittance

Collection

Letter of credit

45minutes

本次课小结

作业、预习等

Brief summary: Introduction the export finance

Homework: Review the textbook on page 287-289

Preparation: the textbook on page 289-293

第24 次课课时 2 学时章节题目 Unit 9 Export Finance

本次 课

教学目标

Understand the essential of export finance and grasp the instrument and form of trade payment.

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

The instrument and form of trade payment.

教学基本内容设计:

9.2 Export and import payment

Remittance, Cash, cash in advance, Open account, bankers draft, Commercial draft, Mail transfer or telegraphic transfer (M/T or T/T)

1. Remittance (Without documents)

Mail transfer (M/T.)

Telegraphic transfer (T/T.)

Demand draft (D/D.)

2. Cash in advance

Transfers of funds by buyer into an account (accessible to seller) in

advance pursuant to contract of sale:
Shipment of goods/Manufacture of goods/Provision of services
Time of payment: Before shipment
Goods available to buyers: After payment
Risk to exporter: None
Risk to importer: Relies completely on exporter to ship goods as ordered

辅助手段和时间
分配

Instruct,
discuss

90 minutes

3. Open account

Buyer undertakes to pay a sum of money (as price for goods) into an open account of seller on a fixed date or upon the occurrence of a specified event; e.g. shipment of goods.

The seller may be required to perform a substantial part of his or her obligations before such payment and thus tends to favor buyers.

4. Collection:

本次课小结
作业、预习等

Brief summary: General idea of the instrument of payment

Homework: Look for some drafts from internet

Preview :the concept of next Unit

第25 次课课时 2 学时章节题目 Unit 9 Export Finance

本次 课

教学目标

Documentary credit

Invoice, Bills of lading, insurance, multi-modal transport document

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Documentary credits

教学基本内容设计

9.3 Documentary credits and allied documents

1.Documentary credit

A Documentary Credit, also commonly called a Letter of Credit, is a commitment by a bank (the "Issuing Bank") to pay the seller or exporter ("Beneficiary") a certain amount for goods or services, provided the Beneficiary conforms with the specified terms and conditions contained in the Credit.

Key features and benefits

If you are exporting: you agree with the buyer to the terms and

conditions of the sales contract. The buyer applies for a documentary credit

Uniform Customs and Practice for Documentary Credits

The International Chamber of Commerce (ICC) is an international body that has defined worldwide standards for the operation of documentary credits.

Members of the ICC in more than 130 countries subscribe to the UCP 600. It follows, therefore, that most reputable banks in the world make credits issued by them subject to UCP 600. Any credit that does not state that it is subject to UCP 600 must be approached with caution.

Document Required by L/C

Invoice-“about” +10% to amount but 5% to quantity Description of goods include name and specification, package, marks

辅助手段和时间

分配

Instruct,

discuss

45 minutes

Bills of lading

Full set (usually 3)- Clean, not accept such words like “ inadequate packing” “used drums” “on deck”

On board, received for shipment no accepted

Made out to order of the issuing bank or shipper and endorsed in blank

CIF & CFR marked “freight prepaid” FOB marked “freight collection”

Notify party applicant

Ship and voyage name

Sea waybill

Not the title of goods

A receipt of goods

Evidence of carriage

Short voyage

Non-negotiable and can not be issued “to order”

Multi-modal transport document

Combined transport document

Issued by NVO

Air waybill or air consignment note

A receipt of goods for dispatch

Goods are consigned either to the buyer or to the issuing bank

Notify party name and address

Other requirement under L/C [P248]

45 minutes

本次课小结

作业、预习等

Brief summary: Documentary credits and allied documents

Homework: review the knowledge learned

Preview the next of this Unit

第26次课课时 2 学时章节题目 Unit 9 Export Finance

本次课

教学目标

Methods of settlement and availability of documentary credits

Variety of documentary credit

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Methods of settlement and availability of documentary credits

Variety of documentary credit

教学基本内容设计

1.Types of Documentary Credits

Revocable Credit

Irrevocable Credit

Confirmed Credit

Payment Credit

Negotiation Credit

Deferred Payment Credit

Acceptance Credit

Back-to-Back Credit

Transferable Credit

Red Clause Credit

Green Clause Credit

Packing Credit

Standby Credit

Revolving Credit

2.Parties to a Letter of Credit

Applicant or opener

Beneficiary

Issuing bank or opening bank

Advising bank

Negotiating bank

Paying bank

Reimbursing bank

3.Credit Characteristic

Issuing Bank primary liability for payment.

Letter of Credit is a self-sufficient instrument.

L/C is pure documentary transaction.

辅助手段和时间

分配

Instruct,

discuss

45 minutes

THE OBLIGATIONS OF THE BANKS

The Duty to examine documents: the duty to exercise reasonable care

The bank does not owe a duty to investigate the authenticity of the documents before acceptance

THE DOCTRINE OF STRICT COMPLIANCE

The basic rule: The bank must not pay credit unless the seller (beneficiary) has complied with all the requirements under the credit.

The clauses of L/C (case study)

Notes:

Payment terms, Governing rules

Benefits Security, Flexibility

Versatility, Financial benefits

Availability, Risk

45 minutes

本次课小结

作业、预习等

Brief summary: Documentary credits and allied documents

Homework: review the knowledge learned

Preview the next of this Unit

第27次课课时 2 学时章节题目 Unit 9 Export Finance

本次课

教学目标

Other ways of payment

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Factoring, Forfeiting, Guarantee

教学基本内容设计

Export Finance – Factoring

1. Background- under open account and D/A

Service characteristic- complete range of services Export credit assessment of one's customers; 100 percent protection against customer failure; Efficient collection of outstanding invoice; Flexible finance ;

Cover against foreign exchange risk

2. Service characteristic- complete range of services

Export Finance – Forfeiting

1. Long term international trade finance

2. Bank purchase of trade receivables documents from the beneficiary on a totally without recourse basis

3. Exporter agrees to surrender rights to claims for payment on goods or services to forfaitor

Documents used in forfaiting

- ① A note or bill purchase agreement executed between the forfaiting company and the supplier
- ② Promissory notes or bills of exchange
- ③ Guarantee or aval
- ④ Signature confirmations and authentications
- ⑤ Copies of necessary government approvals

Bank guarantee

Features of L/G

Case study

辅助手段和时间

分配

Instruct,

discuss

45minutes

45minutes

本次课小结

作业、预习等

Brief summary: Master the ways of payments

Preview the next Unit

第28 次课课时 2 学时章节题目 Unit 10 Processing the Export

Order

本次 课

教学目标

Receipt of the export order, Processing the export consignment

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Processing the export consignment

教学基本内容设计

10.1 Processing the export order

Once you get the export order you have to process it

Entering into export contract

The different aspects of an export contract are enumerated as under:

1. Product, Standards and Specifications
2. Quantity
3. Inspection
4. Total Value of Contract
5. Terms of Delivery
6. Taxes, Duties and Charges
7. Period of Delivery/Shipment
8. Packing, Labelling and Marking
9. Terms of Payment--Amount/Mode & Currency

- 10. Discounts and Commissions
- 11. Licences and Permits
- 12. Insurance
- 13. Documentary Requirements
- 14. Guarantee
- 15. Force Majeure or Excuse for Non-performance of contract
- 16. Remedies
- 17. Arbitration

Reference Contract Clause

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

90 minutes

本次课小结

作业、预习等

Brief summary: main points about order processing sequence of an export order

Homework: Master the order processing of export order

Preparation: the rest of the Unit

第29次课课时 2 学时章节题目

Unit 10 Processing the Export

Order

本次课

教学目标

Presentation of documents to bank

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Presentation of documents to bank

教学基本内容设计

10.2 presentation of documents to bank

1. Before the presentation of documents to the bank, the exporter should bear in mind several points (p425)

If LC issuing bank in country A and LC showing LC expiry place: in country A and available with any bank for negotiation in country A.

In your case LC will be expired in country A. that means expiry date and late presentation will be calculated based on date of cover letter

2. Several points must be rigorously adopted by the exporter when handling the L/C (p429)

The LC allowed expiry in country A and allowed "negotiation with any bank in country A". The LC expires with any bank in country A, not the issuer as the LC is not restricted to them. If the presenting bank located in country A had certified that they had negotiated, the presumption is that there are no discrepancies (per UCP) and they are seeking and should receive reimbursement from the issuer. As stated, banks should not concentrate solely on the date of the presenting bank's cover letter. All nominated banks have 6 "banking" days to examine (5 plus the date of receipt). Given weekend and/or holidays this is a significant amount of time.

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

90 minutes

本次课小结

作业、预习等

Brief summary: main points about presentation of documents to the bank

Homework: Master the contents learned today

Preparation: Reading the next Unit

第30次课课时 2 学时章节题目

Unit 11 Export Market Entry

Options and Strategies

本次课

教学目标

Understand the market selection criteria and various of market entry

Options

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Market selection criteria and various of market entry options

教学基本内容设计

11.1 Market selection criteria

(1) Introduction

Make a commitment to exporting

Strategies

Plan

Conduct research to find the right market

Devise marketing strategies for your target market

(2) Indirect and direct exporting

Direct exports, as the name implies, involve direct marketing and selling to the client. In a reasonably accessible market direct exporting of products or services may be a viable option. But in less familiar markets, with different legal and regulatory environments, business practices, customs and preferences, direct exporting may not be an option. A local partner, for example, may be better able to manage these complexities and serve your potential clients better.

Indirect exporting is frequently used to enter new markets.

Businesses selling products enter into an agreement with an agent, distributor or a trading house for the purpose of selling (or marketing and selling) the products in the target market. Due diligence is critical when selecting an agent or distributor for indirect exporting.

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

90 minutes

本次课小结

作业、预习等

Brief summary: main points about the market selection criteria and market entry options

Homework: Master the market selection criteria

Preparation: Reading the rest of Unit

第31次课课时 2 学时章节题目

Unit 11 Export Market Entry

Options and Strategies

本次课

教学目标

Understand the market selection criteria and various of market entry

Options

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次课

重点难点

Market selection criteria and various of market entry options

教学基本内容设计

11.2 Market entry options

1. Market entry options

(1) Concessionaires

(2) Confirming houses

(3) Consortia

- (4) Export houses
- (5) Licensing: the features of the rational of adopting a licensing strategy by an exporter/licensee
- (6) Management contracts

Piggybacking

Piggybacking is an interesting development. The method means that organizations with little exporting skill may use the services of one that has. Another form is the consolidation of orders by a number of companies in order to take advantage of bulk buying. Normally these would be geographically adjacent or able to be served, say, on an air route. The fertilizer manufacturers of Zimbabwe, for example, could piggyback with the South Africans who both import potassium from outside their respective countries.

Comparing alternative methods of market entry

辅助手段和时间

分配

multimedia,

Instruct,

discuss and

Additional

material

45 minutes

Choosing an entry strategy

Foreign agents and representatives: gathering market intelligence, advising on financing and transportation, clearing Customs, providing access to potential customers, making collections, supplying information on local business practices, legal rules and cultural traditions

Foreign Distributors : purchase the exporter's product and resell, provide after-service

Direct Sales:

Partnerships: provide special expertise, local market presence

2.visiting the oversea market

Every market has its own set of rules and regulations covering safety, health, security, packaging and labeling, customs and duties among other things. Additionally, these rules and regulations may vary depending on the product or service you are exporting. It is critical that you understand the rules and regulations that apply to you before you ship your goods or open your foreign business location.

3.Understand the legal and regulatory issues.

Exporting exposes Canadian businesses to unfamiliar laws and regulations. There are numerous international conventions, treaties and national, regional and municipal rules that can affect your ability to operate successfully in foreign markets. Exporters may also encounter disputes with agents or distributors, clients or creditors. It is important to understand your rights and obligations when resolving disputes, selling goods or services and protecting intellectual property.

45 minutes

本次课小结

作业、预习等

Brief summary: main points about the market entry options

Homework: Master the market entry option

第32 次课课时 2 学时章节题目 OVERVIEW

本次 课

教学目标

Overview for a final exam

思政目标: 培养和提升学生在宽阔的全球国际贸易视野, 在中国崛起于世界的同时, 保持政治清醒, 提高政治觉悟, 为祖国的国际商务事业做贡献。

本次 课

重点难点

Main Conceptions and theories and question from Unit one to Unit eleven

教学基本内容设计

Review for a final exam

Main Conceptions

Questions and some case study

辅助手段和时间

分配

Instruct and

discuss and coach

90 minutes

本次课小结

作业、预习等

Main Conceptions

Case study