

《跨境电商函电》课程教学标准

课程代码：135210

课程名称：跨境电商函电

English for International Business Communication

学 分： 2

总 学 时： 36

适用对象：2024 级商务英语专业

一、课程地位、作用与任务

《外贸函电》是商务英语专业主干课程之一，是一门应用性非常强的实用英语类课程。通过本课程的学习，可以使学生熟悉翻译和写作外贸业务中各类书信、电传、电报，掌握外贸业务中英语术语、缩略语、惯用句型和表达方法，同时也可使学生系统地掌握外贸英文函电的格式、专业词语、行文方法及文体特点。提高学生在外贸业务活动中正确地使用英语的能力，从而提高对外进行各项业务联系和通讯活动的的能力。

二、教学内容及组织

通过本课程的教学要使学生认识到外贸英语函电在对外贸易中的重要地位，认识到学习本课程的必要性和重要性。要求学生在学习中掌握各类外贸函电的写作方式，掌握外贸业务中英语术语、缩略语、惯用句型和表达方法，达到使用英语函电解决贸易中各种问题的能力。

Chapter1 Fundamentals of Business Letters

通过本章的学习，了解商务书信的功能，掌握商务书信的写作原则，英语的语言特点，即体贴、准确、完整、具体、简洁、清楚、礼貌。

重点：Grasp foreign trade terms or jargons ; Be familiar with common abbreviations used in foreign trade; Master some idiomatic expressions/collections ; The core of this course--Master actual business letter writing skills.

难点：Understand the functions of business letters ; Learn the principles of business-letter writing。

Chapter2 The Structure and the Format of Business Letters

通过本章的学习，了解商务书信的基本组成部分，掌握商务书信的格式，掌握正确信封的书写方法。

重点：Know the parts of a business letter; Know the format of a business letter; Know how to address an envelope。

难点: Know the basic structure of a business letter; Know the format of a business letter; Know the superscription of an envelope。

Chapter 3 Establishing Business Relations

通过本章的学习,了解建立贸易关系信函的一般内容和写作方法。由于建立贸易关系是国际贸易交易的第一个环节,所以要求学生按照商务英语写作的要求,实现建立商务关系的目的。

重点: Know where to obtain the information about the merchants in foreign countries; Know the essential components of a letter to establish business relations; Master typical sentences and expressions in writing such letters。

难点: Get the information about the merchants in foreign countries; Write effective letters to prospective partners。

Chapter 4 Enquiries and Replies

国际贸易的交易过程包括询盘、报盘、还盘和成交等环节。通过本章的学习,要求学生掌握询盘信函涉及的内容、格式和技巧,以及如何回复。

重点: Know what and how to enquire for the goods an importer intends to buy; Know the essential components of a letter to make an enquiry; Master typical sentences and expression in writing such letters

难点: How to make an enquire; How to made a reply according to the enquiry。

Chapter 5 Quotations and Offers

报价和发盘是重要的贸易环节。通过本章的学习,了解报价和发盘信函的主要组成部分,掌握该类信函常用的词汇和表达用语。

重点: Know what and how to quote and offer for the goods an exporter intends to sell; Know the essential components of a letter to make a quotation and an offer; Master typical sentences and expressions in writing such letters

难点: How to make a quotation; The essential components of a letter to make an firm offer。

Chapter 6 Counter Offers

还盘是交易磋商中的重要环节。通过本章的学习,了解还盘信的主要组成部分,掌握写作此类书信时的常用表达和典型句型。

重点: Know how to express the reasons why a buyer doesn't accept the offer entirely made by a seller or why he refuses it and how to put forward his new proposals properly in writing; Know the essential components of a letter of counter offer

难点: Know what is a counter-offer and how to make a counter-offer; Know the essential

components of a letter of counter offer.

Chapter 7 Sales Letters

促销信函旨在向选定的客户销售某种商品或服务。通过本章的学习，了解促销信函的基本组成部分，掌握写作促销信函的 AIDA 原则。

重点： Know what points should be noticed in writing a sales letter; Know how to introduce a commodity to a new customer; Know how to recommend a substitute product

难点： Know how to introduce products; Know how to do sales promotion; Know how to meet a new customer.

Chapter 8 Orders and Acknowledgements

订货信函是买方向卖方发出的订购货物的书面通知。通过本章的学习，了解订货信函的主要内容，掌握此类信函的典型句型和常用表达。

重点： Know what are mainly included in order letters and why and how to confirm them; Know the essential components of a letter to make orders and acknowledgement to them

难点： Know how to write an order letter; Know the essential components of a letter to make orders.

Chapter 9 Payment

支付条款是国际贸易交易中的重要条款。通过本章的学习，要求学生了解各种支付方式、有关支付条款商谈涉及的信函类型及内容。要求学生掌握国际贸易支付中涉及到的专业用语、单据格式和常用语句。

重点： Know the three major modes of payment in international trade; Know how to write a positive answer to the request of payment by D/P; Know how to ask for an easier payment terms and make a relative response; Know how to propose payment by T/T

难点： Know the three major modes of payment in international trade; Know how to ask for an easier payment terms and make a relative response ; Master some specific terms and expressions concerning payment.

Chapter 10 Letter of Credit

信用证是国际贸易支付的主要方式，通过本章的学习，要求学生掌握信用证的格式、专业用语，以及有关信用证开立、修改等信函的写作技巧。

重点： Know the importance of the letter of credit; Understand the main procedures the letter of credit goes through; Know how to urge the establishment of an L/C

难点： Know the meaning of the letter of credit; Understand the main procedures the letter of

credit goes through.

Chapter 11 Packing

在国际贸易活动中，包装是交易磋商中的主要贸易条件之一。通过本章的学习，了解包装的含义、内容、种类。掌握包装信函的主要内容，掌握此类书信的典型句型和常用表达。

重点： Know why to pack goods and what specific terms and conditions should be included in packing; Know the essential components of a letter which concerns packing

难点： Know how to write a letter to the buyer about the Packing; Know the essential components of a letter which concerns packing

Chapter 12 Shipment

运输是国际贸易交易中的重要环节，通过本章的学习，了解国际货物运输的主要内容，掌握船运信函的主要组成部分，掌握常用表达和主要句型。

重点： Know what are relative to shipment; Know the essential components of a letter of shipment

难点： Know how to advise the shipment; Know how to request for partial shipment

Chapter 13 Insurance

保险与国际贸易密切相关，它保护商人免受货物长途运输过程中各种风险所引起的损失。通过本章的学习，了解保险相关事宜的主要内容，掌握保险信函的主要组成部分，掌握此类书信的典型句型和常用表达。

重点： Know why and how to insure goods and what insurance letters concern; Know the essential components of a letter concerning insurance

难点： Know how to enquiry about insurance; Know how to reply an enquiry of insurance

Chapter 14 Claims and Settlement

索赔和理赔是国际贸易交易中的重要环节。通过本章的学习，了解抱怨或索赔信函的主要内容，掌握书写抱怨或索赔信函的要点，掌握常用表达和基本句型。

重点： Know the essential points to write a complaint or a claim; Learn the rules to be followed in writing a reply; Know how to lodge a complaint or a claim in a specific situation; Know how to decline and adjust a claim

难点： Know how to deal with the complains about delivery; Learn t how to deal with the complains about defective goods

Chapter 15 Agency

在国际贸易中，大量的交易是通过代理机构来实现的。通过本章的学习，了解代理的主

要类型，了解在指派代理前需调查哪些信息，掌握代理协议条款的要点，掌握常用句型和基本表达。

重点：Know the major types of agents; Know what to investigate before appointing an agent; Know the points to be covered in the agency agreement; Write an application for sales agency; Write to entrust a client with sole agency; Decline the agency application; Replies to the offer of agency

难点：Know how to write an application for sales agency ; Know the points to be covered in the agency agreement; Know to write to entrust a client with sole agency; Know to decline the agency application

三、建议学时分配表

序号	课程内容	学时分配			
		讲授	习题课	实验	小计
1	Chapter1 Fundamentals of Business Letters	1			1
2	Chapter2 The Structure and the Format of Business Letters	1			1
3	Chapter3 Establishing Business Relations	2		1	3
4	Chapter4 Enquiries and Replies	2		1	3
5	Chapter5 Quotations and Offers	3		2	5
6	Chapter6 Counter Offers	2		1	3
7	Chapter7 Sales Letters	2			2
8	Chapter8 Orders and Acknowledgements	2		1	3
9	Chapter9 Payment	2		1	3
10	Chapter10 Letter of Credit	2		1	3
11	Chapter11 Packing	2		1	3
12	Chapter12 Shipment	2		1	3
13	Chapter13 Insurance	2		1	3
合计		25		11	36

四、课程考核

课堂测试

五、实践教学

《外贸函电》是一门实用型外贸英语类课程，其中涉及较多外贸实务，因此我们在教学中采用讲课和实践教学相结合的方式，从而达到更好的教学效果。

1. 撰写建立商务关系信函及回复
2. 发主动力询盘及回复询盘
3. 撰写发盘
4. 根据发盘进行还盘
5. 根据给定内容制作订单
6. 撰写协商货款支付方式信函
7. 信用证练习
8. 包装方式及要求
9. 装运
10. 协商保险事宜

六、推荐教材和教学参考书

教材：腾美荣主编。《外贸英语函电》（第一版）。北京：首都经贸大学出版社，2005

参考书：

1. 《外经贸英语函电》，甘鸿编著，上海科学技术文献出版社，2005 第一版。
2. 《新编经贸英语写作教程》，梁润森，陈文明编著，中国社会科学出版社，2004 第一版。
3. 《实用国际贸易英语教程》，叶京生编著，华东师范大学出版社，2002 第一版。
4. 《实用外贸英语函电》，廖瑛编著，华中科技大学出版社，2005 第一版。