



揭阳职业技术学院

电子商务创业学院

《跨境电商函电》教案

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授课班级：现代学徒制 251

课程整体教学设计

一、课程的性质和任务

（一）课程性质

《跨境电商函电》是商务英语专业的专业必修课和核心技能课程。本课程旨在通过对国际贸易实务中各环节英语函电的格式、结构、写作原则和技巧的系统讲授与训练，使学生熟练掌握在跨境电商及一般进出口业务中，运用英语进行书面沟通的能力。

课程任务：

（二）本课程的主要任务

1. 知识传授：使学生全面掌握国际商务信函的基本构成、不同格式（如缩行式、齐头式、改良齐头式等）以及写作的7C原则（完整、具体、清楚、简洁、礼貌、体谅、正确）。

2. 技能培养：培养学生根据不同的业务场景（如建立业务关系、资信调查、报盘与还盘、订单、支付方式、信用证修改、包装、保险等），撰写内容准确、条理清晰、语气得当的商务函电的能力。

3. 实践应用：通过案例分析、模拟写作、小组讨论等实践环节，提高学生在外贸磋商中处理实际问题的能力，为未来从事跨境电商运营、外贸业务、国际商务助理等岗位工作打下坚实基础。

4. 素质养成：培养学生的跨文化商务交际意识，理解并尊重国际商务惯例，养成良好的职业素养和严谨细致的工作作风。

二、教学目标与要求

（一）教学目标

通过本课程的学习，学生应能达到以下目标：

1. 知识层面

（1）格式规范：掌握商务信函的标准组成部分（信头、日期、封内地址、称呼、事由、正文、结尾敬语、签名等）及附件、抄送等补充项的正确用法。

（2）术语掌握：熟悉并掌握各外贸环节的核心术语和惯用表达，如：FOB, CIF, L/C, firm offer, counter-offer, D/P, packing list, insurance policy, shipping advice 等。

（3）原则应用：深入理解并能灵活运用商务信函写作的7C原则，尤其是在处理询盘、发盘、还盘、投诉与理赔等敏感话题时，能够做到礼貌得体、有理有据。

2. 能力层面

(1) 函电撰写能力：能够根据给定的业务背景和要求，独立起草格式规范、内容完整、表达清晰的各类商务函电。

(2) 信息处理能力：能够准确理解并分析收到的商务函电，提取关键信息（如价格、数量、规格、付款条件、装运期等），并做出恰当、及时的回应。

(3) 业务磋商能力：能够通过函电往来，进行有效的商务谈判，争取有利的交易条件，处理业务分歧。

(二) 课程思政育人目标

本课程将思想政治教育有机融入专业教学，实现知识传授与价值引领的深度融合。具体目标如下：

1. 培养辩证思维与文化自信（对应 Module 1, 3, 8, 11）：引导学生在学习西方商业惯例和函电写作规范时，运用批判性思维进行辨析，客观看待中外文化差异，不盲从、不排斥。在包装设计等环节，鼓励学生融入中国元素，讲好中国故事，弘扬中华优秀传统文化，坚定文化自信。

2. 弘扬工匠精神与诚信品格（对应 Module 2, 5, 10）：在函电写作的精准性、严谨性训练中，融入精益求精、追求卓越的工匠精神教育，引导学生养成严谨细致、认真负责的工作态度。在涉及支付、履约等环节，强调诚信为本、操守为重的商业道德，引导学生理解并践行社会主义核心价值观中“诚信”的深刻内涵。

3. 拓展全球视野与家国情怀（对应 Module 3, 4, 6, 9）：通过学习国际贸易规则、国际金融知识及不同国家的商业文化，引导学生关注全球经济动态，理解“国之之大者”的时代内涵。在分析国际贸易案例时，教育学生既要具备国际视野，又要心系祖国发展，增强服务国家对外开放战略的责任感和使命感。

4. 树立风险意识与廉洁观念（对应 Module 9, 10, 12）：在学习支付方式（如 L/C）、保险、索赔等内容时，强化学生的风险防范意识，引导学生理解规则意识、契约精神的重要性。同时，结合信用证修改、业务谈判等环节，教育学生廉洁自律，正确处理商业利益与道德规范的关系，筑牢拒腐防变的思想防线。

三、教学方法与手段

本课程贯彻“以学生为中心，以能力为本位”的教学理念，灵活运用多种教学方法与现代化教学手段，确保教学目标的达成。

(一) 教学方法

1. 讲练结合法：教师精讲各模块的核心概念、写作原则、重点词汇和句型，然后通过大量的、形式多样的练习（如信函改错、句子翻译、模仿写作、情景写作等），让学生在实践中巩固知识、提升技能。

2. 案例教学法：精选真实或模拟的商务函电案例，引导学生进行分析、讨论、评价和改写。通过正反案例的对比，帮助学生深入理解函电写作的技巧和策略，提高分析和解决问题的能力。

3. 任务驱动法：模拟真实的国际贸易流程，设计系列化的写作任务（如：撰写建交函、回复询盘、起草发盘信、处理还盘、开立/修改信用证等），让学生在完成具体任务的过程中，体验完整的商务沟通流程，实现"做中学"。

4. 情景模拟与角色扮演法：设置具体的商务场景和角色（如出口商、进口商、银行职员、保险公司职员等），让学生以小组形式模拟函电往来，进行业务磋商，提高学习的趣味性和实践性，培养团队协作和沟通能力。

5. 小组讨论与合作学习法：针对写作要点、难点或开放性话题组织小组讨论，鼓励学生互相点评作业，分享写作思路，在交流与碰撞中共同提高。

（二）教学手段

1. 多媒体教学设备：利用 PPT 课件清晰展示信函格式、案例分析、重点词汇和句型；播放相关音视频资料，创设商务情境。

2. 线上教学平台：利用学习通、雨课堂等平台，发布学习资料、布置作业、组织线上讨论、进行在线测试，拓展教学时空，支持学生自主学习。

3. 真实函电范例：搜集和整理来自外贸企业的真实函电（隐去敏感信息），作为教学案例，增强教学的实战性和说服力。

4. 板书与讲义：教师通过板书梳理写作框架和关键点，同时为学生提供精心设计的讲义，辅助学生课后复习和巩固。

四、理论与实践课程内容与学时分配

课程内容和学时分配表

	内容	课时	小计
理论课程	商务信函写作基础 (Business Letter Writing): 商务信函的构成部分、7C 写作原则、主要格式（齐头式、缩行式等）。	2	19
	建立业务关系 (Establishment of Business Relations): 寻找客户的渠道；建交函的内容结构、常用表达和礼貌原则。	2	
	资信调查 (Status Enquiry): 资信调查的目的、内容、信息来源；调查信函的写作技巧及保密原则。	2	
	报盘与还盘 (Offers and Counter-offers): 实盘与虚盘的区别；报盘信、还盘信、接受信的写作结构和常用表达。	2	
	电子邮件写作 (Electronic Mail): 商务邮件的格式、特点、与信函的区别；常用缩写词和国家代码。	1	
	促销函 (Sales Promotion): 促销函的特点、写作目的和吸引读者注意力的技巧。	1	
	订单及其履行 (Orders and Their Fulfilment): 订单的类型（首次订单、续订单）；下订单、确认订单、谢绝订单的写作要点。	2	
	支付方式 (Terms of Payment): 主要支付方式（汇付、托收、信用证）的介绍；关于支付方式磋商的函电写作。	2	
	信用证修改与展期 (L/C Amendment & Extension): 审核信用证的要点；要求修改或展延信用证的函电写作规范。	2	
	包装 (Packing): 包装的重要性和种类；包装条款的表达；刷唛的要求。	1	
	保险 (Insurance): 主要险别（平安险、水渍险、一切险）；保险条款的表达；办理保险的函电写作。	1	
综合复习与实训 (Comprehensive Review & Practice): 回顾各模块写作要点与常见错误。	1		

实践课程	商务信函写作基础 (Business Letter Writing): 信函格式识别与改错; 根据给定信息模拟撰写信封和简单信函。	2	17
	建立业务关系 (Establishment of Business Relations): 根据背景信息, 模拟撰写一封建立业务关系的信函。	1	
	资信调查 (Status Enquiry): 模拟向银行或同行撰写一封资信调查信。	1	
	报盘与还盘 (Offers and Counter-offers): 实盘与虚盘的区别; 报盘信、还盘信、接受信的写作结构和常用表达。	2	
	电子邮件写作 (Electronic Mail): 将传统信函改写为邮件; 根据情景撰写商务邮件。	1	
	促销函 (Sales Promotion): 针对某款产品, 模拟撰写一封促销函。	1	
	订单及其履行 (Orders and Their Fulfilment): 根据双方达成的交易条件, 模拟制作订单或撰写确认订单的函电。	2	
	支付方式 (Terms of Payment): 模拟撰写要求更改支付方式的信函。	2	
	信用证修改与展期 (L/C Amendment & Extension): 审核信用证的要点; 要求修改或展延信用证的函电写作规范。	1	
	包装 (Packing): 根据产品特点, 模拟撰写规定具体包装要求的函电。	1	
	保险 (Insurance): 模拟撰写要求卖方代办保险或通知投保事宜的函电。	1	
	综合复习与实训 (Comprehensive Review & Practice): 完成一个贯穿整个外贸流程的综合案例写作任务 (从建交到结汇)。	2	
合计	36		

Module One Business Letter Writing

I. Teaching Objectives

Through learning this unit, students are supposed to be able to.

1. Command the components and layout of a business letter.
2. Identify the format of the business letter.
3. master the principles of the business letter writing.
4. Grasp the useful special terms used in the writing of business envelopes.

II. Ideological and Political Objective

Promoting critical thinking and analytical skills in the study of foreign culture.

III. Teaching Focus

1. components and layout of the business letter.
2. 4Cs principle of the business letter writing.

IV. Teaching Methods

Lecture
Group discussion
Tutorial

V. Time Allocation

Four Periods

VI. Teaching procedures and contents

VII. homework

Step 1:

1. CASE study

China National Light Industrial Products
Import & Export Corp.
82 Tung An Men Street
Beijing, China

Your ref: 148 GW/xm
Our ref: 153 TBL/gp

July 24, 2006

Oversea Trading Co.
24 Park Street
London E.C.4, England

Attention: Marketing Department

Dear Sirs,

Re: Chinese Cotton Piece Goods

We welcome you for your enquiry of July 18 and thank you for your interest in our Cotton Piece Goods.

We are enclosing our illustrated catalogue and pricelist giving the details you ask for. As for the payment terms we usually require confirmed irrevocable L/C payable by draft at sight.

We feel confident that you will find the goods are both excellent in quality and very reasonable. China National Light Industrial Products Import & Export Corp. 3 July 24, 2006 in price.

We are looking forward to your order.

Yours faithfully,
China National Light Industrial Products Import & Export Corp.
Encl.
P.S.

2. Writing Principles of Business Letters:

7“Cs” --- completeness, concreteness, **clearness**, **conciseness**, **courtesy**, consideration and correctness.

3. The Specific Structure

1)、 Letterhead:

- ① position: in the center or on the left margin at the top of the paper
- ② content: the writers' name & address
- ③ details:
 - A. 82 Tung An Men Street: 门牌与街名间不用逗号
 - B. London E.C.4: E.C.4 指邮区号, 便于邮局分信, 保证准时投递。
E.C.= Eastern Central District
N.W= Northern-Western District

2)、 Reference number

- ① function: for file(写信时指明原信号码, 以便查阅、归档)
- ② Your ref./our ref
- ③ Structure: a file number, the initials of the signer and then the typist, departmental code

3)、 Date

- ① 2 forms of expression commonly used:
24th July, 2006, 24 July, 2006
- ② Don't use the abbreviation form—7/4/ 2006 or 4/7/2006, for A.E and B.E have different order—A.E: month/day/year; B.E: day/month/year

4)、 Inside name and address

- ① position: at the left-hand margin
- ② details:
 - A. the name of the city: in capitals

B. Attention: International trade Dept./ATTN: Mr. John Smith, the Sales Manager: 表信件指明直接交由某部门或某人处理,以便收信公司内部迅速分发,从而提高工作效率。

5)、 The salutation

- ① Dear Sir/Madam, 用于对方是个体或独资商号
- ② Dear Sirs./Gentlemen: 用于对方是团体或非独资商号
- ③ Dear John Smith, 用于有业务往来并知道收信人姓名的情况

6)、 The subject line

- ① position: at the left margin or in the center
- ② meaning: tells what the letter is about
- ③ 3 basic expression: Re:/Subject:/..

7)、 The body of the letter

The opening sentence

Message

The closing sentence

① The opening sentence

A. When replying, we should express our appreciation or thanks

e.g.: Thank you for your letter of May 2.

B. When writing, we should express in a clear and straight way:

② Message

e.g.: We are writing to you for the establishment of business relations.

③ The closing sentence

A. if you wish to receive the early reply of your recipient:

e.g.: Your early reply would be highly appreciated.

B. if you offer information about the products which you wish your partner to buy:

e.g.: If you need further details, please let us know.

8)、 The complimentary close

- ① A basic rule: match the salutation
- ② Dear Sirs,: Yours faithfully, Faithfully yours, Yours truly, Truly yours
- ③ Gentlemen: Yours truly, Truly yours,

9)、 The signature:

Official: (to the right margin of the paper)

The name of the company in capitals

Type the name of the signer

The position of the signer

10)、 Enclosure notation

- ① to the left margin
- ② enclosure (specific number)
- ③ Enclose: as stated: 附件如上所述

11)、 Carbon Copy (c.c.)

- ① at the left margin
- ② c.c. Mr. Cooper (Mr. Cooper will receive the copies of the letter)

12)、 Postscript (p.s.)

to emphasize the point calling the recipient's attention

Step 2: Layout

letter styles: Indented style
Full-block style
Modified block style
Semi-block style

- 1、 Indented style: The "Inside name and Address" should be indented and the first line of each paragraph indented.
- 2、 Full-block style: the Inside Name and Address & the first line of each paragraph should not be indented.---no punctuation in Tel, Telex or Cable number, Salutation, Subject line, Complementary close, etc.
- 3、 Modified block style: Based on the full-block style, modifying its letterhead, date, complementary close with punctuation.
- 4、 Semi-block style: the Inside Name and Address should not be indented but the first line of each paragraph should be indented.

Step 3 Summary

In this lesson, we have learnt the seven principle parts and six optional parts in business letters. We should at least remember the seven principle parts and some useful and common optional parts. What's more, we should also recite at least only one style of the layout of business letter and one style of envelope. These rules and principles are crucial in the business letters, because it shows your attitude and ability to do business carefully and successfully.

VI. Practice:

Correct the many mistake in the following letter and separate the message into two paragraphs.

Electrical Appliances Co.
P. O. Box3259
****,****

22th January,

19....

The mangage
Messers Clarker&smith
68 High Street
London Ec4
England
Dear Sir

We thank you letter of 17th January,asking us details and prices of our electric beaters.We are pleasure in enclosing our latest price list and catalogue,together with model X-4's details.Please do not reluctant to write when you require furthre informations. We remain,

Yours faithfully

Reference: the content of “7Cs”

Completeness:

i. Meaning: see to it that all the matters are discussed and all the questions are answered.

ii. Requirement: 5”WS” (who, what, where, when and why)& 1”h” (how)

iii. Examples:

1 A good example:

1> Language points:

- ① with reference to: about(句首使用 with reference to, 句中则使用 about)
- ② as per: according to
- ③ Quotation sheet 报价单
- ④ Export License (出口许可证): 国家对外经贸行政管理部门代表国家统一签发的, 批准某项商品出口的具有法律效力的证明事件。
- ⑤ By fax: 电开 (电传、传真、电邮等形式)

2> A bad example:

The goods can be delivered.

→The goods can be delivered by June 14.

Analysis:运输条款是一重要的贸易条款, 必须说明交货时间, 否则会引起不必要的贸易纠纷。

Concreteness:

i. Meaning: Be specific, definite for those business letters calling for specific reply as offer, enquiring trade terms.

ii. Examples:

1、 We wish to confirm our telex of July 2nd, 2000.

Analysis: like today, the day before yesterday, yesterday, tomorrow, the day after tomorrow, tonight, this morning, last week, this weekend, this month, etc. These words have a vague and general concept. Therefore, we should change them into specific date.

2、 The Universal trading Company is one of our big buyers.

→ The Universal Trading Company placed over US. \$ 2,000,000 worth of business with US each year.

Analysis: “big” adj. Can’t express the degree in specific figures.

① Place business with sb.

② worth adj. be worth doing

n. 值某金额（的产品） worth of+ the name of the item

3、 We have received with thanks your check, the amount has been placed to your credit.

→ We have received with thanks your check No. 248 for US. \$ 200,000. in payment of our commission, which has been placed to your credit.

Analysis: we should point out the number and the amount of the check and the use of the money.

4、 These brakes stop a car’s within a short distance.

→ These type SMOZ power brakes can stop a 4-ton car traveling 65 miles an hour within 300 feet.

Analysis: ① what type of the brakes?

② what car will be stopped?

③ How long does “a short distance” mean?

Clearness:

1. Meaning: Make sure that what you write is so clear that it can’t be misunderstood.

2. Requirements:

(1) Avoid using the words and sentences equivocal in meaning

(2) Notice the position of the modifier, for different position if the same word has different implication.

(3) Pay attention to the object of the pronoun and the relations between the relative pronoun and the antecedent.

(4) Pay attention to the rationality in logic, the variety in sentence structure, the compact in plot and coherence in meanings.

(5) Note the logicality of the full text.

3. Examples;

(1) Requirement 1

A. As to the steamer sailing from Shanghai to Los Angeles, we have bimonthly direct services.

---a. We have a direct sailing from Shanghai to Los Angeles every two months.

Analysis: “bimonthly”--- An equivocal word, for it has two meanings: once every two months or twice every month.

B. Fluctuation in the freight after the date of sale will be for the buyers account.

---a. Any increase in freight after the date of sale will be for the buyer’s account.

Analysis: “Fluctuation”--- An equivocal word, it means decrease or increase. It is obvious that the buyer can’t bear the decrease and increase in the freight.

C. Cotton and silk blouses made in China enjoy a good market in the European market.

--- Cotton and silk blouses made in China sell best in the European market.

Analysis: In this sentence, the same word “market” has two meaning--- sale and market place; therefore we should take place “enjoy a good market” with “sell best/ fast.”

(2) Requirement 2

A. We can supply 50 tons of the item only. (only this item)

---We can only supply 50 tons of the item. (only 50 tons)

B. The L/ C must reach us not later than September 1st for arranging shipment.

---The L/ C must reach us for arranging shipment not later than September 1st.

C. Please let us know what you wish us to do about this matter as soon as possible.

---Please let us know as soon as possible what you wish us to do about this matter.

(3) Requirement 3

A. They informed Messrs Smith & Brown that they would receive a reply in a few days.

---They informed Messrs Smith & Brown that the latter would receive the reply in a few days.

B. Our check for \$2,800 was sent to you under our check Number 123 on May 12 which was the price of the article plus transportation charge.

---We sent you on May 12 our check No.123 for \$2,800 which was the price of the article plus transportation charges.

(4) Requirement 4

A. Being a registered accountant, I'm sure you can help us.

---Being a registered accountant, you can certainly help us.

---As you are a registered accountant, I'm sure you can help us.

Analysis: Obviously, the word "I" is not the logical subject of the participle "Being a registered accountant."

B. We have received your letter of April 4. We are sorry for the wrong dispatch. We will do something about it.

---Thank you for your letter of April 4. We regret that we have dispatched the wrong goods.

Analysis: The three simple sentences are correct in sentence structure but lack of variety in sentence structure. Meanwhile, we can see the subjects of the three simple sentences are same, so we should change them into one or two sentences.

C. We wrote a letter. It was addressed to Mr. Henry. He is the sales manager.

---We wrote a letter to Mr. Henry, the sales manager.

Analysis: The above simple sentences are not coherent in meaning.

(5) Requirement 5

A. General rule---a paragraph for each point or topic.

B. Outline: para1: promise of supplier

Para2: not keeping one's words

Para3: damage for breaking one's promise

Para4: claim and adjustment

C. Claim & Adjustment: 受害方的索赔与违约方的理陪.

Claim: 受害方在争议发生后根据合同或法律向违约方提出赔偿的要求.

Adjustment: 违约方对受害方所提出的赔偿要求给予的受理与处理.

Conciseness:

1、 Meaning: Express what you said in a short and concise way

2、 Requirements:

(1) Make a long story short and try to avoid wordiness

(2) Avoid using the general and out-of-date commercial jargon and try to express your idea in modern English

A. Avoid the unusual words and try to use everyday expressions

B. Avoid the out-of-date commercial jargons and try to use modern English

(3) Avoid unnecessary repeat

(4) Control the number of the words, and build effective sentences and paragraphs

3、 Examples

(1) Requirement 1

A. enclosed herewith----- here enclosed

B. in accordance with your request/ in compliance with your request---- as you request

C. in/with regard to---- regarding

D. in the amount of ---- for

E. with respect to---- on, about

F. endorse on the back of this check---- endorse this check

G. It should be pointed out that---- please notice that

H. I want to take this opportunity to tell you that we are grateful to you--- Thank you

(2) Requirement 2

A. favor----letter

ult.---- last month

prox.---- next month

inst.---- this month

B. acknowledge receipt of---- have received

attached hereto---- attached, here, enclosed

enclosed please find---- please find something enclosed

at your earliest convenience---- as soon as you can/as soon as possible

(3) Requirement 3

A. We have begun to export our machines to the foreign countries.

--- We have begun to export our machines.

Analysis: the word “export” means “selling the machines to foreign countries”.

However, we can say, we have begun to export our machines to Japan/
USA/ Germany (some specific country)

B. Samples will be sent and offers will be made upon receipt of your specific enquiries

---Samples will be sent and offers made upon receipt of your specific enquiries.

Analysis: to organize effectively, we should omit some same part

C. shortcoming: repeat shipment time for three times and sending ways twice

--- by the end of June/ by express

(4) Requirement 4

The number of words in a sentence should be controlled in 20 words and a paragraph consists of no more than 10 lines.

Courtesy:

1、 Meaning: Polite while not humble

2、 Requirements:

(1) Change the commanding tone into requesting tone----change the imperative sentence into general question with the word “will” or “would” at the beginning

(2) Use the past subjunctive form---- should, could, would, might

(3) Use mitigation and avoid overemphasizing your own opinion or irritating your partner

(4) Passive voice should be used accordingly

(5) Try to avoid using the words with forcing tone or arousing unpleasantness

(6) Use the words or expressions with the meaning of joy, thanks and regret

(7) Don't use the humble words

3、 Examples

(1) Requirement 1

Tell us more detailed information on your requirements

--- Will you tell us more detailed information on your requirements?

--- Will / would you please tell us more detailed information on your requirements?

(2) Requirement 2

A. Would you send us your latest catalogues and price lists on cotton piece good?

B. We should be grateful if you advance delivery to the middle of June and ship the goods in one lot.

C. We wish you could effect insurance on the goods with PICC

D. You might make shipment a little later, that is, by June 10

(3) Requirement 3

A. We cannot deliver the goods all at one time

--- I'm afraid we cannot deliver the goods all at once

B. It was unwise of you not to accept this favorable. We would say that it was unwise of you not to accept this favorable offer

C. Our goods are the very best on the current market

--- We might say that our goods are the very best goods on the current market

(4) Requirement 4

You made a very careless mistake during the course of shipment

--- A very careless mistake was made during the course of shipment

(5) Requirement 5

A. We demand prompt shipment from you.

--- We request prompt shipment from you

B. We must refuse your offer.

--- We regret that we are unable to accept your offer./ We are sorry that we are not in a position to accept your offer.

(6) Requirement 6

A. Expressions of joy

We are glad / pleased / delighted / happy to do sth.

B. Expressions of thanks

thank you

be appreciative / grateful thankful

be obliged

appreciate sth.

appreciate it if---

C. Expressions about regret

We regret to say ---

We regret that ---

Much to regret

We are sorry to do ---

We are sorry that ---

(7) Requirement 7

Don't use the humble words: beg, permit, allow

Consideration:

1. Meaning: you-attitude, put you in the position of others

2. Requirements:

(1) Take the recipient's attitude—"you" attitude and avoid taking the writer's attitude—"we" attitude

(2) Try to discuss problem in a positive way and avoid discussing problem in a negative way.

3. Examples:

(1) Requirement 1

A. We allow a 5% discount for cash payments. ("we"—attitude)

You earn a 5% discount when you pay cash. ("you"—attitude)

B. "We"—attitude

open an account, savings account / deposit account

furnish=offer=provide=supply=avail

a wide variety of=various

“you”—attitude

Home furnishings=furniture

Merchandise: Products, commodity, goods, merchandise, item, article, cargo, shipment, consignment, freight, stock

(2) Requirement 2

We do not believe that you will have cause for dissatisfaction.

---We feel sure that you will entirely satisfied

We close at 5 p.m.

--- We are open till 5 p.m.

Correctness:

1、 Meaning: correct understanding and using the commercial jargons

2、 Requirements

(1) Choose the only accurate facts, words and figures

(2) Take a matter-of-matter attitude to state what you will say. Don't over state or understate.

(3) Pay attention to the correct understanding and using the commercial terms

(4) Besides, the structure of the sentences, the spelling of the word, the use of the punctuation and the use of capital letters should be all correct.

3、 Examples

(1) Requirement 1

A. You ask very short delivery for your order

--- You require prompt delivery of your order.

short delivery: short-weight, the quantity of shipment is less than that of order

prompt delivery: quick delivery

B. The goods supplied are exactly equal to the sample.

--- a. The goods supplied are similar in quality to the sample.

b. The sample is the nearest in size to the goods you need.

(2) Requirement 2

It is the lowest price available to you.

--- It is the lowest price we can offer now.

(3) Requirement 3

A. Terms for prices

EXW---- Ex works

FOB----Free on Board

CIF----Cost, Insurance & Freight

CFR----Cost & Freight

B. Terms for shipments

Partial shipment to be prohibited

一次性装船

June shipment subject to receipt of L /C by May 20

六月份的装船以收到贵方 5 月 20 日的信用证为条件

Minimum of each for to be 500 cases

每批最小数量为 500 箱

C. Terms of offer

Subject to our final confirmation

以我方最后的确认为条件

This offer is open within 15 days.

该盘 15 日内有效

D. Terms for quantity and quality

Subject to a variation plus or minus of 5 percent

以变化幅度 5%为条件

E. Other Terms

L / C to be opened within 15 days

15 日内开立信用证

Module 2 Establishment of Business Relations

I. Teaching objectives

1. making the students familiar with strategies of writing to establish business relations.

2. make the students familiar with useful expressions and structures in the kind writing.

II. Ideological and Political Objective

We should guide students to establish the spirit of craftsmanship, professionalism and perseverance.

III. Teaching focus :

1. courteous expressions
2. attractive / friendly impressions
3. special terms

IV. Teaching Methods

1. group discussion
2. class presentation
3. lecture and tutorial

V. Time Allocation

Four Periods

VI. Teaching procedures and contents

VII. homework

Step 1. Lead-in :

We all know that it is important to have a wide business connections . If you are working for a well-established business (company), you may find it is not necessary to do so , because you've already had lots of customers. However , you may approach companies that wish to do business with you. In this situation , do you know how to write an answer. On other hand , if you're working for a newly-established corporation , you may find it necessary to look for your own customers . do you know where and how to find them ? this is what we'll learn in this unit .

Step 2. Where to find customers ?

You may find them through the following Channels :

1. Overseas Chamber of Commerce . 海外商会。
2. The Economic and Commercial Counselor's Office of the Embassy of People's Republic of China in Foreign Countries . 中国驻外商务处。
3. Your branch offices abroad .
4. Directories 贸易行的行名录。
5. Publication 出版物。 e.g : Public Commerce Information Service , published by the Ministry of Commerce , P . R . China 中国商务部出版的公共商务信息导报。
6. Business Houses of the same trade 同业商行
7. Advertisements 广告
8. Internet : www.mofcom.gov.cn ;
www.ibdaily.com.cn

Step3. How to write to the company you wish to contact for the first time?

1. Begin your letter by telling the recipient how his name is known to you.
2. provide necessary information about yourself such as line of business , provide a brochure samples and catalogues of your product.
3. State your wish .

Step 4. How to reply the letter that wants to establish relations with you .

If you receive a letter in which the sender express the intention to do business with you what should you do ?

You should answer as soon as possible. This shows your efficiency, which is a good way to impress your potential customer . If you can't do as requested , you have to tell him tactfully to pave the way for future business .

Now let's look at some letters :

Specimen letter: 1:

2:

and explanations of these letters.

Language summary:

When you first contact a company ,you need to tell the company how you get their name and address.

You may say:

1. We have your name and address from somebody .
2. We got/obtained your name and address through...(certain channels).
3. Your name and address have been recommended/ introduced to us by...(sb)

When you want to introduce yourself you may say :

1. We would like to introduce ourselves to you as a state-owned corporation dealing in...(certain kinds of commodities)
2. We wish to introduce ourselves to you as...

Other useful expressions:

1. We are one of the leading importers/exporters in Beijing. 我们是北京主要进口/出口商.

2. We have excellent connections in the trade and are fully experienced with the import business for this type of product. 在这个行业里我们有极好的贸易关系, 对这种产品的进口业务有丰富的经验。

Step 5. Practice:

Specimen letter 1: (omitted)

Chapter 2. Establishing Business Relations Replice,

Review what learned during the last class.

1. format of a business letter (3 formats)
2. writing the envelops.(2ways.)
3. 4Cs for writing of a business letter.
4. Establishing business relations.

① Write to a company for the first time to establish business relations.

- a. tell the recipient how his name is known to you .
- b. tell the recipient the purpose of your letter.

expressions:

We're writing you for for the establishment of business relations.

We'd like to/wish enter into business relations with you.

- c. introduce yourself.
- d. state your wish : we look forward to your(early) reply.

② receive a letter and answer promptly:

- 1.express your gratitude.
- 2.introduce your products ; including enclosing a catalogue or a brochure.
- 3.show your desire to receive the order.

VI. Summary

In this lesson, we have learnt how to establish and promote business relations. And this step is a very important one in business activities of foreign trade. We should understand how to introduce ourselves and state our requirements and demands clearly to our clients.

Supplement

一、建立业务信函的内容

进出口业务英语函电，包括信函、电报、电传、传真及电子邮件，是当今国际间货物买卖磋商的主要载体。无论采取何种形式，目的都是为了有效传递商务信息。因此，合格的英语函电必须是以简洁的语言、明晰的结构来表述完整的内容，同时，还要体现出成熟的业务气息。

一笔具体的交易往往始于出口商主动向潜在客户发函建立业务关系。就标准规范的层次而言，建立业务关系的信函一般应包括如下内容：

一、说明信息来源，即如何取得对方资料

作为贸易商，可以有各种途径了解客户资料，如通过驻外商务参赞处、商会、商务办事处、银第三家公司的介绍；或在企业名录、各种传媒广告、互联网上寻得；或在某交易会、展览会上结识；甚至是在进行市场调查时获悉。因此，我们有各种表达方式来说明信息来源，例如：

- ◆ We have learned from the Commercial Counselor's Office of our Embassy in your country that you are interested in Chinese handcraft.
- ◆ We obtained your name and address from the internet.
- ◆ Our market survey showed that you are the largest importer of cases and bags in Egypt.

二、表明去函目的

一般来说，出口商主动联系进口商，总是以扩大交易地区及对象、建立长期业务关系、拓宽产品销路为目的，例如：

- ◆ In order to expand our products into South America, we are writing to you to seek cooperate possibility.
- ◆ We are writing to you to establish long-term trade relations with you.
- ◆ We wish to express our desire to enter into business relationship with you.

三、本公司概述

这里所说的公司概述，包括对公司性质、业务范围、宗旨等基本情况的介绍以及对公司某些相对优势的介绍，例如：经验丰富，供货渠道稳定，有广泛的销售网络等，例如：

- ◆ We are a leading company with many years' experience in machinery export business.
- ◆ We enjoy a good reputation internationally in the circle of textile.

- ◆ A credible sales network has been set up and we have our regular clients from over 100 countries and regions worldwide.

四、产品介绍

在这部分，可能会出现两种不同的产品介绍：在较明确对方需求时，要选取某类特定产品，进行具体的推荐性介绍；否则，通常就只对公司经营产品的整体情况，如质量标准、价格水平、目前销路等，做较为笼统的介绍。当然，附上目录、报价单或另寄样品供对方参考也是公司经常采取的做法。举例如下：

- ◆ Our products are enjoying popularity in Asian market.
- ◆ To give you a general idea of our products, we are enclosing our catalogue for your reference.
- ◆ Art. No. 76 is our newly launched one with superb quality, fashionable design, and competitive price.

五、激励性结尾

与其他商业促销一样，在结尾部分，通常都会写上一两句希望对方给予回应或劝服对方立即采取行动的语句，例如：

- ◆ Your comments on our products or any information on your market demand will be really appreciated.
- ◆ We are looking forward to your specific inquiries.

建立业务关系的样信如下：

ABC Trading Co., Ltd.

18th Floor Kingstar Mansion, 676 Dongfang Road, Cfg, China

Tel: 0575-1234567 Fax: 0575-1234568

Zip Code: 312000

Purchasing Division

A V & G

#888 Jalan Street, Toronto Canada

Tel: +01 88888888

Fax: +01 88888889

August 14, 2003

E-mail: yougli@jbs.com.cn

Dear Sir or Madam,

From the March 8 issue of *the International Business Daily* we have learned that you are in the market for chinaware which just falls within our business scope. We are now writing to you to establish long-term trade relations.

As a leading trading company in Shaoxing and backed nearly 20 years of export experience, we have good connections with some reputable ceramics factories and, sufficient supplies and on-time delivery are guaranteed.

Enclosed please find our latest catalogue .You'll see that we can offer a wide selection of quality dinner and tea sets ranging from the elegant Chinese traditional styles, to the popular European modern designs.

In particular, we would like to inform you that we have a new line that may be most suitable for your requirements—AB series. They are all made of first—class porcelain, decorated with hand-painted patterns, and packed in eye-catching gift cases. Most of articles are available from stock.

We are sure you will find a ready sale for our products in Canada as have other retailers through Europe and USA.

Please let us know if we may be of further assistance, and we are looking forward to your specific inquiry.

Yours sincerely,
ABC Trading Co., Ltd.
Alice (Miss)
Daily Articles Division

二、公司企业常见部门名称英文

总公司 Head Office
分公司 Branch Office
营业部 Business Office
人事部 Personnel Department
人力资源部 Human Resources Department
总务部 General Affairs Department
财务部 General Accounting Department
销售部 Sales Department
促销部 Sales Promotion Department
国际部 International Department
出口部 Export Department
进口部 Import Department
公共关系 Public Relations Department
广告部 Advertising Department
企划部 Planning Department
产品开发部 Product Development Department
研发部 Research and Development Department(R&D)
秘书室 Secretarial Pool

Module 3 Status Enquiry

I. Teaching Objectives

By learning this unit, students are supposed to be able to

1. Master the characteristics of Credit and Status Inquiry letters.
2. Comprehend how the writing strategies achieve the goals.
3. Grasp the useful expressions used in the letters.
3. Accomplish a simulated business writing in practice.

II. Ideological and Political Objective

Building students' awareness of global issues and their inter-connectedness.

III. Teaching Focus.

1. special structures and expressions.
2. writing devices and tips
3. writing practice

IV. Teaching Methods.

1. lecture
2. media demonstration
3. Group discussion
4. tutorial

V. Time Allocation

Four Periods

VI. Teaching procedures and contents.

VII. homework

Step 1 Study of the letter

1. The main idea of this letter:

Ask students to go through this letter in certain minutes and tell us the main idea of this letter.

- ◆ Credit enquiry from the bank-----the title of this letter.
2. Study of the notes:
 - ◆ Confidential: means should be kept as a secret. Its noun form is confidence. And we should use its noun form like this: in strict confidence.
 - ◆ Due to: because of; owing to. To here is a preposition, so it should be followed by noun, pronoun, or the noun form of the verbs.

Step 2 Useful sentences

1. We shall appreciate it if you could let us have your opinion on the reputation and financial standing of the firm.
如蒙告知贵方对该公司声誉和财务状况的意见，我方将不胜感激。
2. The firm you enquired about in your letter of May 2, 2003 enjoys good reputation in the business world.
贵方在 2003 年 5 月 2 日来信中所询问的公司，在商界拥有良好的声誉。
3. As far as we know, they are sound enough, but we have no certain knowledge of their true financial position. 前景良好，健康发展。
4. The above information is given on the understanding that it is to be treated as strictly confidential.
以上信息是基于应绝对保密的理解而给出的。
5. It seems to us that the firm's difficulties were due to bad management and in particular to overtrading.

在我们看来，这家商行的困境是由于管理不善和超量交易造成的。

Step 3 Exercises-----practical step

1. Complete the sentences by translating the part in Chinese into English.

➤ KEY WORDS AND PHRASES:

(1) Be willing to do sth. 乐意做-----

(2) Let us have your opinion on sth. 如蒙告知贵方对-----的意见。

(3) The company you enquired 您所询问的公司

(4) Advise sb not to do sth. 建议某人不要做某事。

(5) Have no certain knowledge of: have no certain information about.

➤ Ask students to finish these sentences according to the above phrases and sentence patterns.

2. Fill in the blanks.

➤ Difficulties:

Express surprise: 表达惊奇

as a reference 以做参考

Reputable: 有声誉的

place orders 下定单

The amounts involved 所涉及金额 compare with 与---比较

3. Translation

➤ From Chinese to English

(1) The firm you inquire about is one of the most reliable importers in our district and has for many years enjoyed good reputation among the traders.

您所询问的公司 最可靠的进口商

(2) They are in a difficult financial condition and unable to meet the obligation.

财务状况困难 无法承担债务

(3) We know nothing about that firm and shall be obliged if you could let us have your opinion on their reputation and their financial standing.

(4) Any information you may give us will be treated in strict confidence.

➤ From English to Chinese

(1) files in question : files you enquired about

(2) proceed : trade every possible caution: as careful as possible

(3) large financial reserves: big saves in reservation.

(4) Said firm: the firm mentioned

Without any responsibilities on your bank: our bank will not take any responsibilities on our part.

4. Writing

Dear Sirs,

In reply to your letter of October 6, we give you the following information.

The company you mentioned is an old-established one who has long enjoyed the highest reputation. We have done business with them for many years and have found them really reliable.

This information is given in our personal opinion. We must ask you to treat it in strict confidence and without any responsibility on our part.

Yours faithfully

Step 4 Practice-----The Example of Bank's Credit Inquiry

敬启者：

惠请将有关加纳阿克拉西非进口公司的资信情况、商业经营情况告诉我们。该公司地址是：加纳阿克拉 520 号邮政信箱。请确信，我们对你们提供的所有资料都严加保密，你们不负有任何责任。

谢谢。

SPECIMEN: CREDIT INVESTIGATION

Dear Sirs,

You are kindly requested to provide us with the information on credit and business operation of ×××Import Company. The company address is ×××.Please be convinced that all the materials you supply to us will be kept absolutely secret, for which you will not take any responsibilities.

Best Regards.

Yours truly

Step 5: Summary

This lesson is an important part when you want to do business with the firm at first time. It tells us how to get the information of the company we want to deal with from the bank. So we should make it clear how to make a credit enquiry.

VI. Assignment

- Review the useful sentences and expressions;
- Rewrite the letter according to the indication given in the class.
- Preview Lesson 4

Supplement:

常见国际商务组织

The Chinese Export Commodities Fair

中国出口商品交易会

World Intellectual Property Organization (WIPO)

世界知识产权组织

The Foreign Trade Arbitration Commission of the China Council for the Promotion of International Trade

中国国际贸易促进会对外贸易仲裁委员会

Maritime Arbitration Commission

海事仲裁委员会

International Chamber of Commerce

国际商会

International Monetary Fund (IMF)

国际货币基金组织

U.N Conference on Trade and Development (UNCTD)

联合国贸易和发展组织

Organization for Economic Cooperation and Development (OECD)

经济合作与发展组织

European Economic Community (EEC)

欧洲经济共同体

World Trade Organization (WTO)

世界贸易组织

Economic and Social Commission for Asia and the Pacific (ESCAP)

联合国亚洲及太平洋经济社会委员会

Economic Commission for Western Asia (ECWA)

联合国西亚经济委员会

Economic Commission for Latin America (ECLA)

联合国拉丁美洲经济委员会

Economic Commission for Europe (ECE)

联合国欧洲经济委员会

Food and Agriculture Organization (FAO)

联合国粮食与农业组织

United Nations Development Program (UNDP)

联合国开发计划署

United Nations Industrial Development Organization (UNIDO)

联合国工业发展组织

United Nations Capital Development Fund (UNCDF)

联合国资本开发基金会

Customs Cooperation Council (CCC)

关税合作理事会

European Common Market (ECM)

欧洲共同市场

European Free Trade Association (EFTA)

欧洲自由贸易联盟
European Payments Union (EPU)
欧洲支付同盟
European Free Trade Area (EFTA)
欧洲自由贸易区
European Monetary Agreement (EMA)
欧洲货币协定
European Monetary Co-operation Funds
欧洲货币合作基金会
Council for Mutual Economic Aid (CMEA)
经济互助委员会(经互会)
Association of South East Asian Nation (ASEAN)
东南亚国家联盟
Regional-Cooperation for Development (RCD)
地区发展合作组织
Council of Arab Economic Unity
阿拉伯经济联盟理事会
Latin-American Free Trade Association (LAFTA)
拉丁美洲自由贸易协会
Caribbean Community (CARICOM)
加勒比共同体
Central American Common Market (CACM)
中美洲共同市场
Organization of Petroleum Exporting Countries (OPEC)
石油输出国组织
Organization of Arab Petroleum Exporting Countries (OAPEC)
阿拉伯石油输出国组织
Mutual Assistance of the Latin-American Government of Companies
拉丁美洲国家石油互助协会
International bank for Reconstruction and Development (IBRD)
国际复兴开发银行
International Finance Corporation (IFC)
国际金融组织
International Investment Bank
国际投资银行
International bank for Economic Co-operation (IBEC)
国际经济合作银行
Asian Development Bank (ADB)
亚洲开发银行
Inter-American Development Bank (IDB)
泛美开发银行
Bank for International Settlements (BIS)
国际清算银行
Arab Commercial Banks

阿拉伯商业银行
Reserve Bank of Australia
澳大利亚储备银行
Coordinating Committee for Export Controls
巴黎统筹委员会
International Bureau of Weights and Measures (IBWM)
国际度量衡局
International Iron and Steel Institute (IISI)
国际钢铁公司
International Chamber of Shipping (ICS)
国际海运商会
Joint Ministerial Committee of the Boards of Governors of the Bank and the Fund on
the transfer Resources to Developing Countries
国际复兴和开发银行理事会及国际货币基金理事会关于向发展中国家转让资金的
部长联合委员会
Independent Committee for International Development Problems
国际发展问题独立委员会
Arrangement Regarding International Trade in Textiles
国际纺织品贸易协定
Committee of the Board of Governors of the Fund on Reform of the International
Monetary System and Related Issues
国际货币基金理事会国际货币制度改革及有关问题委员会
National Committee on International Trade Documentation (NCITD)
国际贸易制单工作委员会
International Trade Organization (ITO)
国际贸易组织
International Civil Aviation Organization (ICAO)
国际民用航空组织
Commission of Asian and Far Eastern Affairs of the International Chamber of
Commerce (CAFÉ-ICC)
国际商会亚洲及远东事物委员会
Federal Reserve Banks (FRB)
联邦储备银行
American Arbitration Association
美国仲裁委员会
Inter-American Development Bank (IDB)
美洲发展银行
Inter-American Commercial Arbitration Commission
美洲国家商务仲裁委员会
National Council for U.S.-China Trade
美中贸易全国委员会
International Ship-owner's Association (INSA)
国际船主协会
International Road Transport Union (IUMI)

国际公路运输协会
International Union of Marine Insurance (IUMI)
国际海上保险联盟
United Nation Commission on International Trade Law (UNCITL)
联合国国际贸易法委员会
Asia-Pacific Economic Cooperation (APEC)
亚洲太平洋经济合作组织

Module4- 5 Offers and Counter-offers

I . Teaching Objectives

Through learning this unit,students are supposed to be able to.

1. master the writing ways of a firm offer.
2. identify a firm offer from a non-firm offer.
3. grasp the definition of firm offer and useful expressions in it.

II. Ideological and Political Objective

Carry forward the entrepreneurial spirit, guide students to establish integrity and moral character, and enhance students' feelings of home and country

III. Teaching Focus

1. Summarize the outline of a firm offer
2. Identify a firm offer from a non-firm offer

IV. Teaching Methods

lecture
Group discussion
Tutorial

V. Time Allocation

Four Periods

VI. Teaching procedures and contents

VII. homework

Step 1 Introduction of offers

1. Words& Expressions

1). Make an offer 报盘, 发盘,
向某人发盘: make an offer to sb./make sb. an offer

2). Conclude a transaction

=come to/ close/ finalize a transaction/ a deal/ business/ trade
=get business done

3). to the effect that...= stating 大意是说...

介词短语相当定语

We received your letter to the effect that you are interested in our Electric Fans.

2. Brief Introduction

1). what is an offer?

A promise to supply goods on the terms stated. It's always made by the seller and the reply to the enquiry.

2). what's the difference between a firm offer and non-firm offer?

A firm offer is the offer with a certain time limit while a non-firm offer is the offer without engagement.

实盘：卖方在提出成交的各种条件后还规定了该盘的有效期，若买方在的效期内全部接受卖方条件，则可达成交易，若有效期限一过，则该盘自动失去效力。

虚盘：卖方提出的各项贸易条件，经过买方承诺后，并不能达成交易，需经卖方确认后该盘才有效。

① firm offer

a. This offer (will remain) effective/ open/ valid/ firm for a week from...

该报盘从某月某日起一周内有效

b. This offer expires on August 8.

c. This offer must be withdrawn if not accepted within 3 days.

d. This offer is firm subject to your reply reaching here before .../ reaching us by .../ which will reach us by

② Non-firm offers:

a. This offer is subject to the seller's final confirmation.

b. This offer is made without engagement.

③ What's a bid?

a. A kind of an offer, which is made by the seller.

3. out of line with 与 ... 不一致

eg.: out of line with the prevailing market level

与现行的行市水平不一致，意味着 your price is rather on the high side.你方价格有点偏高了。

Cf. in line with 与 ... 一致. Your price is quite in line with the prevailing market.

你方的价格与行市一致。

4. be prepared to do reduce your limit by, say, 8%,

be prepared to ... 准备做 ... 事，包含着“同意”去做，还包含“打算”之意：

eg. We are prepared to allow you a 2% quantity discount if your order exceeds 500 dozen.

如果你方订单超过 500 打，我方同意按数量打折 2%。

say, 8% 这儿是 let us say 8% 的简化。意思是：比方说 8%。增多，减少一定数量或百分比，通常用介词 by，表示相当。

eg. a. to reduce your limit by say 8%.

减低你方的价格，比方说百分之 8。

b. May we suggest that you make some allowance say 8% you're your quoted prices that would help to introduce your goods to our customers?

我们建议你做出折扣，比方说，在你方报价的基础上折让 8%，这样有助于向顾客介绍你方产品。

C. To have this business concluded, you need to lower your price at least by 3%.

为达成这笔交易，你方应至少减价 3%。

5. In view of ... 有鉴于, 着重说这个客观事实. 而 owing to, due to, because of 着重于原因. 这些词组意义很相近.

eg. a. It is in view of our long-standing business relationship that we make you such a counter-offer.

只是鉴于双方长期的业务关系, 我们才给予上述还盘。

倘若要用从句, 则需加上 the fact that, 例如:

b. In view of the fact that we have done a lot of business with buyers at this price, we cannot reduce our price any further.

鉴于我们已按这个价格做了许多业务, 我们也就不可能再减价了

c. We always try our best to meet your requirements in view of our long relations.

鉴于我们长期的贸易关系, 我们总是尽力满足你们的要求。

6. the subject article: 标题 (所指的) 商品, 也可以说: The captioned article

article 货物. “货物”一词在外贸英语中可用不同的词来表达: goods 是常用词, 不能以单数出现; consignment 是发运的货; article 是具体的货, 是可数名词; item 是一项一项的货; order 是所定的货; commodity 是从有物件的角度讲的货; shipment 是运出的船货; cargo 是用运载工具装运的货物等

eg. As the production of the subject /captioned goods is going up much faster than before, we believe we can complete your order earlier.

关于标题项下货物, 由于其生产较以前大大加快, 我们相信能提前完成运交你方

Step 2 The typical letter

1. Words & expressions

a. cable sb. 给某人发电报

b. at the attractive price 价格低廉

= at the competitive / favorable / low price

c. effect v. 完成, 实现

effect insurance

effect payment = make payment

effect shipment = make shipment

d. in sb's favor = in favor of sb.

以某人为抬头人 (受益人), 在外贸术语中尤其把信用证开给某人名下。

2. 报盘有效期的表达方式:

① The offer is firm (open ; valid; good) until (for) ... 此报盘有效期到 (为)

② to offer firm subject to your reply by 6 p.m., our time, Wednesday, March 2

此报盘有效期以 3 月 2 日星期三我方时间下午 6 点以前回复为准。

同样的表达方式还有 to offer firm subject to your reply reaching here by 6 p.m., Wednesday, March 2, our time.

③ to offer firm subject to your reply here within one week from today

此报盘有效期以一周内回复为准

此外, 报盘中常使用保留条件, 以表示谦虚, 例如:

to offer subject to seller's confirmation 以卖方确认为准

to offer subject to our approval 以我方确认为准

to offer subject to prior sale; to offer subject to being unsold

有权先售, 以未售出为准

to offer without engagement (obligation)

发盘无约束性，发虚盘，与 to offer firm 反义

3. Your price has been found too high to be acceptable (accept, be accepted).

In international business negotiation, the seller, on one hand, wants to sell at a high price and a safe term of payment; the buyer, on the other hand, wants to buy at a low price and an earlier delivery date. So the seller's quotation is often much higher than what the buyer has expected. In this case, if the seller and the buyer want to conclude a transaction, they must drive a hard bargain. (拼命地讨价还价)

Other expressions:

1) Your price is too high / a bit high / rather high / excessive (过高).

2) Your price is so high that our profits would either be little or nil. (我方的利润微乎其微甚至为零)

3) Our clients find your price too high.

4) Your price is much higher than we expected.

5) The price of your products is 10%-15% higher than that of the similar goods.

6) Your price is too much on the high side (过高), i.e., 10% higher than the average.

4. Outline

Para1: appreciation of the incoming letter/ trade terms (price, quantity, delivery, payment)

Para2: firm offer

Step 3 Commonly used sentences

1. Thank you for your recent enquiry, we have a large quantity of ... in stock, and are pleased to offer them as follows

* have sth. In stock = have stock of sth

have sth. Out of stock = have no stock of sth.

感谢贵方最近的询盘，我们有大量.....产品的存货并报盘如下：

2. Identify firm offers and non-firm offers

1). This offer is subject to the goods being unsold on receipt of your reply.

本盘以收到贵方复信时尚未出售为条件。

2) Our best offer is given below subject to our final confirmation.

现报最优惠的报盘如下，须经我方最后的确认为有效。

3). We must stress that this offer is for two days only because of the heavy demand for the limited supplier of this... in stock.

我们必须强调此报盘仅在两天内有效，因为。。。产品供不应求。

4) This offer must be withdrawn if not accepted within three days.

该盘三天内若不接受将撤消。

5) this offer is open for three days only

6) This offer expires on August 20; your immediate reply by cable will be appreciated.

该盘 8 月 20 日失效，请即电复。

7) We wish to state that our quotations are subject to alternation without notice and to our confirmation at the time of placing your order.

我方报价可随时变动而不先通知，你方定货时需以我方确认为有效。

3. As the price for walnut meat is workable, we have cabled you our acceptable.

4. We regret to say that we cannot accept your offer as your price is on the high side. 我们遗憾的说我们不能接受你们的报盘,因为你方的价格偏高.
5. There is no demand for your products at present. 目前对你们的产品尚无需求.
6. I think it is unwise for either of us to insist on his own price. 我认为哪一方坚持自己的价格都是不明智的.
7. We believe we'll have a hard time convincing our clients at your price. 我们认为很难说我们的客户们接受你方的价格

Step 4: Exercises

1. 根据下面所示条件写一封报盘函:
 - a. 买方询盘收悉时间为 2003 年 9 月 28 日, 所询问的产品为: 贷号为 63-12 的棉质床单 2400 打。
 - b. 价格: 成本加运费加保险费到纽约价为每打 136 美元其中包括我方 3% 的佣金。
 - c. 包装: 每纸箱 12 打
 - d. 付款方式: 用即期汇票支付的, 保兑的, 不可撤消的信用证
 - e. 装运: 10 月底装运
 - f. 保险: 按发票金额的 110% 投保所有险和战争险
 - g. 有效期: 7 天。

Dear Sirs,

Thank you for your enquiry of September 28, 2003 and we are glad to learn that you are interested in our Cotton Bed Sheets. We are making you an offer, subject to your early reply reaching us within 7 days, as follows:

Article: ART, No.bs-12 Cotton Bed sheets

Price: VSD136 per dozen CIF New York

Packing: in cartons of 12 dozen

Shipment: to be effected not later than the end of October

Payment: by confirmed, irrevocable L/C, payable by draft at sight.

Insurance: to be effected for 11% of the total invoice value covering All Risks and War Risk.

We are looking forward to your early order.

Yours faithfully,

2. Write a letter according to the following requirements:
 - a. 收到 4 月 20 日来函, 来函中提到我方价格偏高。(...the price...is found to be on the high side)
 - b. 认为还盘不符合行市, 还价太低, 不能接受。(...be not in keeping with the current /prevailing market...)
 - c. 为发展业务关系, 希望与对方保持联系。(If later on you see any chance to do business, please let us know.)

Step 5: Summary

In this lesson, we are mainly discussing the definition of firm offer. And we have also paid much time in dealing with some important and common sentence patterns and expressions which are commonly used in the firm offer in the business world. Therefore, we should pay much attention to those essential words and phrases, and try to use them as your own words to increase your ability to express yourselves better when negotiating or writing some business related affairs.

VI. Homework

Finish the exercises in this lesson.

Preview Lesson Six

◆ supplement: 常用国际贸易术语

国际贸易的价格表示方法，除了具体金额外，还要包括贸易术语，交货地点及所使用的货币。如 USD150 FOB Hong Kong, STG2000 CIF Liverpool, 其中 USD 指的是以美金作价，而 STG 为英镑；Hong Kong 香港 和 Liverpool 利物浦为交货地点；FOB 与 CIF 则为两个较为常用的贸易术语。

以下是国际商会出版的《2000 年国际贸易术语解释通则》中规定的全部贸易术语的分类。

第一组：E 组（卖方在其所在地把货物交给买方）

Ex Works (named place) 工厂交货（指定地点）

第二组：F 组（卖方须将货物交至买方指定的承运人）

FCA: Free Carrier (named place) 货交承运人（指定地点）

FAS: Free Alongside Ship (named port of shipment)

船边交货（指定装运港）

FOB: Free On Board (named port of shipment)

船上交货（指定装运港）

第三组：C 组（卖方必须签订运输合同，但对货物灭失或损坏的风险以及装船和启运后发生事件所产生的额外费用不承担责任）

CFR: Cost & Freight (named port of destination)

成本加运费（指定目的港）

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

成本，保险加运费（指定目的港）

CPT: Carriage Paid To (named place of destination)

运费付至（指定目的地）

CIP: Carriage and Insurance Paid To

(named place of destination)

运费保险费付至（指定目的地）

第四组：D 组（卖方必须承担把货物交至目的地国家所需的全部费用和 risk）

DAF: Delivered at Frontier (named place) 边境交货（指定地点）

DES: Delivered ex Ship (named port of destination)

船上交货（指定目的港）

DEQ: Delivered ex Quay (named place of destination)

码头交货（指定目的地）

DDU: Delivered Duty Unpaid (named place of destination)

未完税交货（指定目的地）

DDP: Delivered Duty Paid (named place of destination)

完税后交货（指定目的地）

Module Six Electronic Mail

I. Teaching Objectives

Through learning this lesson, students are supposed to be able to:

1. Identify the format of E-mails.
2. Master the principles of E-mail writing.
3. Grasp useful acronyms and codes used in E-mail writing.
4. Write appropriate e-mails efficiently

II. Ideological and Political Objective

Encouraging students to engage in discussions about social issues and develop their own opinions.

III. Contents

1. Introduction of E-mail
2. Analysis of E-mail Writing
3. Exercises

IV. Teaching Focus

1. Subject Line of E-mails
2. Country Codes Used in E-mails

V. Teaching Methods

1. Interactive Method
2. Work in Pairs

VI. Time Allocation

Four Periods

VII. homework

Step 1: Lead-in

1. The teacher may ask students some questions firstly, which can recall students' acquired knowledge about E-mail and catch their attention. Those questions can be designed as follows:

- ✧ How do you contact your friends or others who are far away?
- ✧ Have you ever written E-mail to your friends or others who are far away?
- ✧ Who knows about E-mail or Electronic Mail?

2. Based on their various answers, the teacher gives students immediate responses and leads students to the topic of Lesson Six, E-mail. After that, the teacher may tell the students the aims of Lesson Six and those specific tasks in these periods.

Step 2: Introduction of E-mail

1. Based on the material on P.69, the teacher introduces e-mail to students generally and explains its main functions briefly as follows: Electronic Mail or E-mail is one tool to transfer message, letters and documents by electron.

2. According to the following questions, students are asked to skim those related material on P.69 and try to get correct answers to those questions.

✧ How do e-mails work through Internet?

✧ Compared to letters, what advantages do e-mails have?

3. The teacher checks the above questions and explains those possible confusing points in detail.

Step 3 Analysis of E-mail Address

1. At first, the teacher may explain e-mail address to the class, which includes two parts, your identity symbol and Internet Service Provider identifying your identity or industry domain. And the above two parts are separated with “@”. After that, the teacher may give students some specific examples as follows:

(1) name@hotmail.com

(2) name@hitachi.co.jp

(3) name@city.palo.alto.ca.us

2. Some detailed knowledge about domain will be explained to students to broaden their horizon, on P.70-71. Meanwhile, let students remember codes used frequently in e-mail to help them understand it better, for example, “gov” expressing governmental site, “edu” meaning the education site, “nhs” implying National Health Service.

Step 4 Subject Line of E-mails

1. The teacher may introduce students the function of subject line, that is, to imply the main contents of e-mails.

2. The teacher explains some cases about how to write subject line of e-mails with some examples, and then let students work in pairs to write different subject lines and then exchange them to check.

(1) Subject: need 3×××by Tues.

(2) Subject: Urgent: need 3×××by Tues.

(3) Subject: REQ: need 3×××by Tues.

(4) Subject: FYI: 3×××Advertisements.

(5) Subject: RE \ Re:need 3×××by Tues.

Step 5 Quotation of Previous E-mails

In this step, the teacher had better explain to students that the previous e-mails should be supplied clearly in order to offer good context when they want to quote it in

answering e-mails. “>” is the normal alphabetic character while quoting previous e-mails, for example,

>Did you get all of the...that you
>needed?
Yes.

Step 6 Tips for E-mails

✧ Tips for E-mail Salutation

Because e-mail belongs to informal style, its salutation may not be expressed with such words as “Dear ××”. And if the receiver is your compeer, you can call her or his name directly; but if the receiver is your superior, you may call him or her with his or her title and family name.

✧ Tips for E-mail Body

It is not necessary to use very formal language when writing e-mails body. We often make requests with simple forms, such as “Please...”and “Could you ...?” Besides, the whole body is made as brief as possible, and accessories may be sent if there are so many contents to inform others, for instance,

There will be a meeting on Tuesday 21, January to discuss the training schedule. Please prepare your proposals by 18 January and make sure that everyone has a copy in advance.

✧ Tips for E-mail Complimentary Close

When writing letters, you always think about your relationship with the person you are writing to. In contrast, while writing e-mails, complimentary close is usually brief with just such simple words as “Thanks”, “Best” and “Cheers”.

✧ Acronyms and Country Codes Used in E-mails

In order to save time and send the e-mail as soon as possible, some acronyms can be adopted. The teacher may explain some important ones from those on P.72-73 to students. Besides, some country codes are also used in e-mails, and then the teacher choose some usual ones for students to remember.

Step 7 Consolidation

Work in pairs to write e-mails to each other, and help each other find out possible mistakes. Finally, the teacher can check several pairs to see if students master e-mail writing and help them make clear those confusing points.

Step 8 Homework

1. Finish Ex.I, on P.84.
2. Read and remember more acronyms on P.72-73 and country codes on P.75-84.

Module Seven Sales Promotion

I. Teaching Objectives

Through learning this lesson, students are supposed to be able to:

1. Identify the format of sales promotion letters.
2. Master the principles of sales promotion letters.
3. Command useful expressions on sales promotion.
4. Write sales promotion letters correctly.

II. Ideological and Political Objective

Developing students' communication and language skills through reading, writing, listening, and speaking activities.

III. Contents

1. Vocabulary & Useful Expressions
2. Analysis of sales promotion letters
3. Useful Sentences
4. Exercises

IV. Teaching Focus

1. The practical writing of sales promotion letters
2. How to make good use of those useful expressions on sales promotion

V. Teaching Methods

1. Interactive Method
2. Group Discussion
3. Case Analysis

VI. Time Allocation

Four Periods

VII. homework

Step 1: Lead-in

1. The teacher may divide students into small groups of four or five persons to discuss the following questions:

- ★ Have you ever seen or taken part in any sales promotion activities?
- ★ How do you think of good sales promotion?
- ★ Do you know about something about sales promotion letters?

2. Based on students' discussion results, the teacher leads them to the topic of Lesson Seven, sales promotion letters, and introduces their main features, on P.85. If time is enough, after students' discussion, some knowledge about sales promotion and salesmanship can be explained to students.

Sales Promotion & Salesmanship

Sales promotion, advertising, and salesmanship are the major techniques used in merchandising products to the public. Salesmanship often takes the form of a face-to-face encounter between the buyer and seller; the presentation is set up to convince customers that the product on sale is essential to their satisfaction. In the 1980s, a growing promotional technique involved in-home shopping programs using cable television channels. In recent years with the help of the Internet, online shopping is becoming popular.

The traveling salesman appeared late in the 19th century both in Europe and in the U.S. The early itinerant peddler carried his goods on his back or on his horse, working

his way from a port city through the hinterlands. With the coming of the railroad and the assurance given to sellers by new credit-reporting systems, salesmen with their sample cases moved across the land. Persuasive skill was less important in those days of unsatisfied demand, and orders were readily forthcoming. By 1900, however, with the increasing supply of manufactured goods, buyers became more discriminating in their purchases.

Step 2: Analysis of Samples

1. At first, the teacher may guide students to learn vocabulary and those useful expressions on P.88-92 so that they can understand the samples better. And let students pay attention to some key words and expressions while learning.

2. The teacher may lead students to those two samples on P.86-88, and help students to analyze their structure as well as some usual expressions, for instance, “approach sb”, “have\ has been requested by” and “as far as...(be) concerned”.

3. The teacher illumines students to summarize some principles for sales promotion letters' writing as follows:

- ★ Emphasize the benefits rather than the features of the product or service.
- ★ Use active voice in picturing the reader enjoying the use or performance of the product or service.
- ★ Focus on one of the main appeals.
- ★ Subordinate the price, unless it is an obvious bargain, by mentioning it after most of the benefits have been listed.
- ★ Use a promotion piece (eg. An enclosed brochure) to illustrate the details of the product or service.
- ★ Specify the action by providing the ways of obtaining the product.

Step 3: Useful Sentences used in Promotion Letters

In this step, the teacher firstly may guide students to those useful sentences on P.94-95, and then help them to enlarge more such sentences.

1. Here is a chance to show how smart you are by wearing our new style.
穿上我们的新潮服装，展示你的才干。
2. Have you ever tried getting a bilingual service from a a computerized speaker?
你试过电脑控制的扬声器提供的双语服务吗
3. Why not escape city noises and enter the peace of outskirts with our weekend travel?
为什么不参加我们的周末旅行，走出城市的喧闹，步入郊外的宁静呢？
4. Our newly introduced student kit is made from fine quality vinyl plastic, which is strong, washable, transparent and handy for pencils, rulers, loose papers, cards, pocket money and many other items a student carries.
我们新投放市场的学生工具包是选用上等塑料薄膜制成的，它耐用、易洗、透明；方便学生放铅笔、钢笔、尺子、活页纸、卡片、零花钱和其他许多物品。
5. Our new brand bathrobes are made of pure cotton. Owing to the carefully selected materials used and the great attention paid to weaving and printing, they have a very

attractive appearance as well as novel design.

我们的新品浴袍是纯棉制品。选料考究，纺织和印花工艺严格，款式美观新颖。

6. Give this new kind of glazed ware the ultimate test-try scratching, cutting, burning or even putting it into acid; you will see how strong this glazed product is against any such force and how long it will resist fire and acid.

验证一下这种新型搪瓷，在上面划痕，切割，火烧，把它放在酸液里。你会发现此种搪瓷产品是多么坚硬、多么耐火、耐酸。

7. If your stainless steel cutter becomes damaged, just return it and we will replace it free-even when the warranty is over.

不锈钢刀出现问题即可退货。即使超过保质期，我们也免费替换。

8. Complete the form enclosed right away. This offer expires 5 p.m, June 15, 2007.

Don't miss the wonderful opportunity to enjoy the finest ca ed food you'll ever taste.

马上填单订货吧！此价格有效期至 2007 年 6 月 15 日下午 5 时。不要错过品尝最美味的罐头食品的大好机会哦

Step 4 Consolidation

In this step, the teacher can make students consolidate what they have learned through case analysis of one sales promotion letter. To be more specific, ask students to analyze it from any aspects that they can think. The following points are just for reference:

★ to attract the customers;

★ to create interest and desire;

★ to offer conviction;

★ to motivate actions.

The sales promotion letter is set out as follows:

Dear Customers,

When you own a computer at home or the office, how often do you say to yourself, "I wish I had an expert with me all the time" or "Oh computing work, I wish I were better instructed whenever I have problems".

The newly published handbook PROFESSOR WPS is your expert. It is your professor instructing you how to use the machine and how to obtain the perfect performance in word processing system.

The handbook is the work of three university professors of computer science and two experienced computer technicians. It is not an introductory textbook to you but a hand-on tutorial providing easy-to-read application approaches. One hundred and eighty-eight questions and answers present solutions to your daily usage problems. The technological concepts and terms are explained with more than 200 photographs and illustrations appearing in the 250-page handbook. In it, you can read about keys without calling at the technician's office whenever you get lost in processing. What is more, the bilingual explanation will make the job easier for users either speaking Chinese or English.

Throughout the handbook the authors have attempted to conform to the most word processing usage. It will keep you well informed and able to converse easily with those

specially designed questions and answers, each of which costs 10 cents, about 1/100 of the consulting fees for a technician.

For a fast ownership of the handbook, please fill in the enclosed card as requested and return it as soon as possible. By sending the card before 30 August, you will obtain a special discount of 2 percent at our introductory stage.

Yours faithfully,

ABC Corporation

Step 5 Homework

1. Finish Ex. I & Ex. II on P. 95-96.
2. Finish reading the Dialogue on P.96-98.

Module Eight Orders and Their Fulfilment

I. Teaching Objectives

Through learning this lesson, students are supposed to be able to:

1. Identify the characteristics of orders.
2. Command some useful expressions on orders.
3. Master the outline of orders.
4. Write orders correctly.

II. Ideological and Political Objective

Enhance students' understanding and appreciation of cultural differences in process descriptions and tasks.

III. Contents

1. Vocabulary & Useful Expressions
2. Analysis of two order samples
3. Useful Sentences
4. Exercises

IV. Teaching Focus

1. The practical writing of orders
2. How to make good use of those useful expressions on orders

V. Teaching Methods

1. Interactive Method
2. Case Analysis

VI. Time Allocation

Four Periods

VII. homework

Step 1 Introduction

In this step, the teacher may ask students to read the material on P.100 quickly with the following questions. After that, some volunteers are welcome to share their own

understanding of those questions. And the teacher gives timely responses and explains some confusing points.

- ★ According to your acquired knowledge, what is the order?
- ★ And how does the order work?

Order

An order results from an offer or an inquiry with subsequent quotations. When the buyer gets a confirmation about all terms from the seller, he may place an order. When the seller accepts all the terms raised by the buyer, he may accept the order. So orders can be divided into the situations: "place orders" and "acknowledge of orders."

Step 2 Place orders

1. The teacher firstly may explain place orders to students clearly in order to make them understand the latter contents better.

Place Orders

The buyer place an order after they studied the catalogues, price list, samples from the suppliers. If all the terms are satisfied with them, they will place an order. Usually, every company has their own order sheet (order form). When a form is not available, a letter is needed for the order (order letter). You must write your order clearly and easy to understand.

2. The teacher can introduce the contents of place orders concretely as follows, and then help students analyze Sample I: S/C No.0678X by Universal Importers Ltd. on P.101. Besides its structure, let students read and understand those new words and important expressions.

- ★ Express the source of your order (from the catalogues, price list, samples, etc.).
- ★ The detail of your order with your requests.
- ★ Name of commodity, Model No, Size, Color.
- ★ Quantity.
- ★ Price (What price you can accept.)
- ★ Packing
- ★ Date and way of shipment.
- ★ Payment terms.
- ★ Ask for the confirmation of your order from the seller.
- ★ With the hopes of their attention.

Step 3 Acknowledgement of Orders

1. Firstly, the teacher may explain acknowledgement of orders to students clearly in order to make them understand the latter contents better.

Acknowledgement of Orders

When the seller received an order from the buyer, he may write a confirmation letter to acknowledge of the order, or send a Sales Notes to confirm the order.

2. The teacher can introduce the contents of place orders concretely as follows, and then help students analyze Sample II: S/C No.0678X by China National Foodstuffs Imp. & Exp. Corp. on P.102. Besides its structure, let students read and understand those important expressions and new words.

- ★ Express your thanks for the order.
- ★ State your acceptance for the order.
- ★ Include an assurance of prompt and careful attention.(Quality Packing Shipment, Invoice, Payment.)
- ★ Give your hope for further order.

Step 4 Decline of Order and Recommendation of Substitute

Besides place order and acknowledgement of orders, the teacher also can add up more about orders, such as decline of orders and recommendation of substitute.

Decline of Order & Recommendation of Substitute

If the seller cannot supply the goods and sometimes there is no stock, you cannot supply the goods at present, you may write a letter to decline the order. But it isn't the only way to decline; you can recommend the buyer to try to buy some substitutes. Of course, when you make recommendation of substitute letter, you should consider if the substitute may match the goods the buyer required. And the general structure of such letters is set out as follows:

- ★ *Express your thanks of the order.*
- ★ *State your regret for being short of the stocks.*
- ★ *Recommend substitutes.*
- ★ *Ask for the prompt confirmation.*

Step 5 Summary

In this step, the teacher may guide students to summarize the outline of orders and consolidate what they have learned.

1. Place Orders

(1) Opening Paragraph: Express the source of your order (from the catalogues price and list samples)

(2) Transitional Paragraph:

- ★ Ask for confirming the order.
- ★ Some terms ask for quality.
- ★ Some terms ask for packing & shipment.
- ★ Some terms ask for invoice& payment.

(3) Closing Paragraph: Asks for their attention for the order

2. Acknowledgement of Orders

(1) Opening Paragraph: Express your thanks for the order and State your acceptance for the order.

(2) Transitional Paragraph: State an assurance of prompt careful attention. (Quality, Packing, Shipment, Invoice and Payment)

(3) Closing Paragraph: Give your hope for further order.

3. Decline of Orders and Recommendation of Substitute

(1) Opening Paragraph: Express your thanks for the order.

(2) Transitional Paragraph: Express having no stocks and recommend substitute.

(3) Closing Paragraph: Express your regret of being unable to supply the order and hope to do business in future.

Step 6. Homework

1. Read and try to remember those sentences on P.108-109.
2. Finish Ex. I and Ex. II on P.109-110.

Module Nine Terms of Payment

I. Teaching Objectives

Through learning this lesson, students are supposed to be able to:

1. Know about some usual terms of payment, especially L/C.
2. Command useful expressions on terms of payment.
3. Express terms of payment correctly.

II. Ideological and Political Objective

Enhance students' critical thinking skills by analyzing different financial scenarios.

III. Contents

1. Vocabulary & Useful Expressions
2. Analysis of two sample letters about terms of payment
3. Useful Sentences
4. Exercises

IV. Teaching Focus

1. The practical writing of terms of payment
2. Language points and useful expressions

V. Teaching Methods

1. Interactive method
2. Work in pairs

VI. Time Allocation

Four Periods

VII. homework

Step 1 Lead-in

In this step, the teacher may illumine students to think about the following questions and let them work in pairs to discuss and express their ideas. And then, some volunteers are welcome to share their own ideas. After that, the teacher gives students timely responses and leads them to the topic of Lesson Nine, terms of payment.

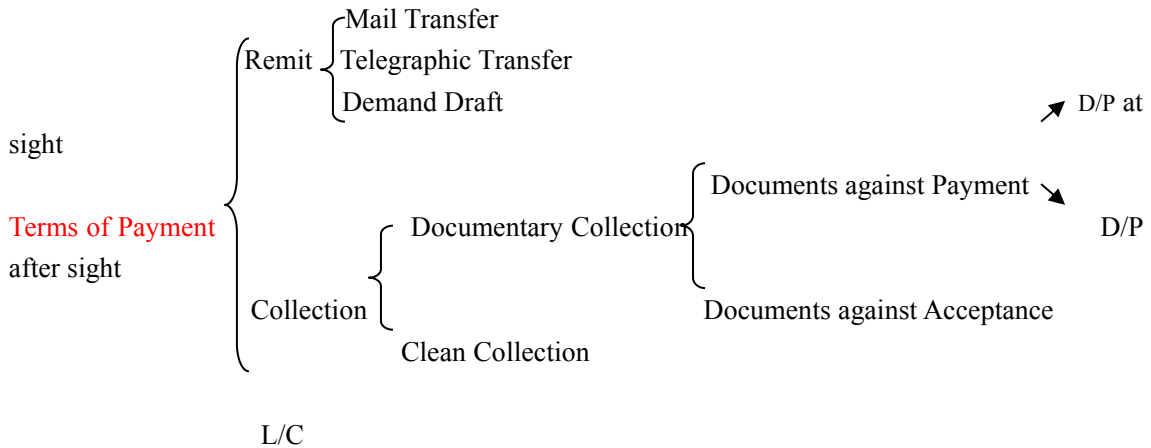
Questions: How much do you know about terms of payment?

And can you classify them?

Step 2 Introduction

Based on their ideas about terms of payment, the teacher may guide students to material on P. 111, and explain terms of payment generally as follows:

As we all know, L/C(Letter of Credit) is the safest remittance way to pay. But, it is not beneficial for the buyer, because the expense is too high, and also it will lose the interests from the bank. However, for the seller, it is favorable, so he can use such terms of payment. But before that, we still need to know some other terms of payment. They are remit and mail transfer. We can express them based on the following graph.



Step 3 Vocabulary and Useful Expressions

In this step, the teacher may help students to command those new vocabulary and useful expressions about terms of payment, which means a lot for students to understand the text, two samples letters. And the teacher can choose some important ones for students to practice.

1. **favour** n. 好感, 好意, 恩惠
vt. 支持, 赞成, 照顾, 赐予

→ in favour of 以...为收款人 (受益人)

e.g. ✨ open an L/C in our favour

- ✨ In whose favour are the goods to be invoiced?
- ✨ Please open your L/C in favour of our Shanghai Branch.
- ✨ issue an invoice in your favour

2. **draft (bill of exchange/bill)** n. 汇票

e.g. ✨ draw (a draft) on sb. for...

- ✨ draw on sb. at 60 days sight
- ✨ draw on sb. against sth
- ✨ draw at 30 days D/A
- ✨ draw D/A (or D/P) against your purchase
- ✨ We regret that your dishonoured our draft.

→ drawer n. 出票人, 发票人

→ drawee n. 受票人, (汇票)付款人

3. **transhipment** n. 转船

→ **tranship** vt. 转船

e.g. ✨ Transhipment allowed / prohibited

- ✨ Transhipment will be made at Hong Kong.
- ✨ The goods should be transhipped at Shanghai.

Step 4 Analysis of Sample Letters

1. At first, the teacher may ask students to skim those two letters on P.112-113, and find out those words, phrases and sentences related to terms of payment. For instance, in the first letter, you can find such a sentence, “If you have gone through the specimen contract you will see that our usual terms of payment are by confirmed, irrevocable letter of credit in our favour, available by drft at sight, reaching us one month ahead of shipment...”.

2. Some volunteers are welcome to share their opinions about those required sentences, and then the teacher help them to analyze those sentences and let students learn to express terms of payment.

3. Let students read those letters again, and encourage them to translate letters into Chinese, and the teacher may give them necessary help and explain those confusing points. After that, let students pay attention to those important expressions, for example, “(not) hesitate to come to agreement with sb on sh”.

Step 5 Consolidation

1. The teacher leads students to those useful sentences on P.119 -120 and let them pay attention to those important expressions in each sentence.

2. According to the above knowledge, students are encouraged to translate the following sentences into Chinese. At last, check the answer together.

★ We'll not pay until shipping documents for the goods have reached us.

(见不到货物装船单据, 我们不付款。)

★ Of course payment might be refused if anything goes wrong with the documents.

(如果单据有问题, 当然可以提出拒付。)

★ The equipment will be paid in installments with the commodities produced by our factory. (设备以我们工厂生产的产品分期偿还。)

★ The draft will fall due on May 20.

(汇票于5月20日到期。)

★ We have arranged with our bankers to issue an L/C in your favor.

(我们已和我方银行办妥向你方开出信用证的手续。)

Step 6 Homework

1. Finish Ex. I & Ex. II on P.121-122.

2. Finshi Reading the Dialogue on P.122-124.

Module Ten L/C Amendment & Extension

I. Teaching Objectives

Through learning this lesson, students are supposed to be able to:

1. Know about L/C amendment and extension.
2. Master the procedure of L/C amendment and extension.
3. Command some useful words and expressions.

II. Ideological and Political Objective

Guide students to fully understand the importance of craftsman spirit, love their jobs, and deliver them in strict accordance with the shipment terms.

III. Contents

1. Vocabulary & Useful Expressions
2. Analysis of two sample letters about L/C
3. Useful Sentences & Terms
4. Exercises

IV. Teaching Focus

1. The practical expressing L/C amendment and extension
2. Language points and useful expressions

V. Teaching Methods

1. Interactive method
2. Group Discussion
3. Presentation

VI. Time Allocation

Four Periods

VII. homework

Step 1 Revision

Translate the following sentences about L/C:

1. We regret to have to decline your request for D/P terms. Payment by L/C is our usual method of financing trade in these traditional goods.
2. For this sample order in the amount of only £45, we suggest that you send us a bank draft so that as soon as we are in receipt of the same we can ship the order by air.
3. Since it takes time to open the L/C while the goods under this order are urgently required to meet the season, may we suggest that you draw on us at sight through your bank and we will honour it on presentation.

Step 2 Group Discussion

Based on the material on P.125, the teacher may guide students to the topic of Lesson Ten, L/C Amendment & Extension. And then students can be divided into small groups of four or five persons to discuss the following questions. After that, the teacher can give necessary responses and explain those confusing points.

Questions:

1. Do you think if L/C can be amended? If possible, who has the right? If not, why?
2. Can people extend time of delivery and validity of L/C?

Reference Answers:

1. While receiving L/C, the exporter should examine it carefully and see if L/C terms are in conformity with those in contract. If not, the exporter can ask the importer to amend L/C until it is acceptable. However, in exceptional case, importers can also put forward L/C amendment. If it is irrevocable L/C, its amendment must be allowed by exporters. And if exporters refuse its amendment, then the L/C amendment notice should be sent back to the advising bank in time and the issuing bank should take payment responsibility on original terms of L/C.

2. In export business, exporters couldn't deliver the goods in time because the goods are not get ready for shipment or other reasons sometimes. In such case, it is necessary to ask importers to extend time of delivery and validity of L/C. Moreover, exporters could arrange shipment after receiving L/C extension from the bank.

Step 3 Analysis of Sample Letters

1. The teacher may guide students to skim Sample Letter I & Sample Letter II, and let them try to find out those expressions about L/C amendment & extension, for instance, *we regret to have found that there are certain clauses which do not conform to those of the contract.*

to extend the time of shipment to the end of October, 20...

to extend the validity of the L/C to the 15th November, 20...

2. Let students pay more attention to such expressions and simulate them to express L/C amendment and extension. Besides, the teacher can also ask students to translate them into Chinese, and the teacher can give necessary help.

3. The teacher help students underline those important expressions in Samle Letter I & Sample Letter II to enlarge students' horizon, for example,

(1) **conform to** 符合; 使 ... 一致

e.g

Your L/C clauses do not conform to those in our Sales Contract.

—> **conformity** n. 一致, 符合

—> **in conformity with (to)** 与... 一致, 相符合

e.g

The specifications of the goods you quote are not in conformity with those in our enquiry.

(2) **establishment** n. 设立, 开立

e.g

establishment of a firm

—> **establish** vt. 建立, 设立

e.g

★ to establish business relations with a firm

★ Please establish the L/C as soon as possible.

★ Our brand has been established in your market.

—> **established** adj. 已制定的, 确定的

e.g

★ an established brand

★ an established fact

(3) **amendment** n. 改善, 改正

e.g.

★ Please send us the amendment to L/C as soon as possible.

★ We require the amendment advice of L/C No. 12 by the end of this month.

→ **amend** vt. 修正, 改进, 改正

e.g.

★ Please amend the L/C promptly.

★ Please amend the name of commodity in L/C No. 74 to read “Adjustable Wrenches”.

(4) **validity** n. 有效期

e.g.

★ The validity of an L/C refers to the time of negotiation.

★ The L/C validity is up to the end of June.

→ **valid** adj. 有效的

e.g.

★ The L/C is valid up to the end June.

★ The old price list is valid until 31st December.

→ **validate** vt. [律]使有效, 使生效, 确认, 证实, 验证

e.g.

You should submit evidence to validate your claim.

Step 4 Useful Sentences & Terms

1. To remember some usual expressions is indispensable for students to master L/C amendment and extension. So, the teacher may help students to analyze those useful sentences on P.135, and encourage them to stimulate such expressions.

2. To know some terms about L/C is helpful for students to command L/C amendment and extension better. And the following terms and phrases are for reference.

追加信用证 *additional credit/additional L/C* 有追索权信用证 *with recourse L/C*

无追索权信用证 *without recourse L/C* 无条件信用证 *open free credit*

普通信用证 *general letter of credit* 开立信用证 *to open a credit*

电开信用证 *to cable a credit* 旅行信用证 *circular letter of credit*

取消信用证 *to cancel a credit* 信用证底帐 *letter of credit ledger*

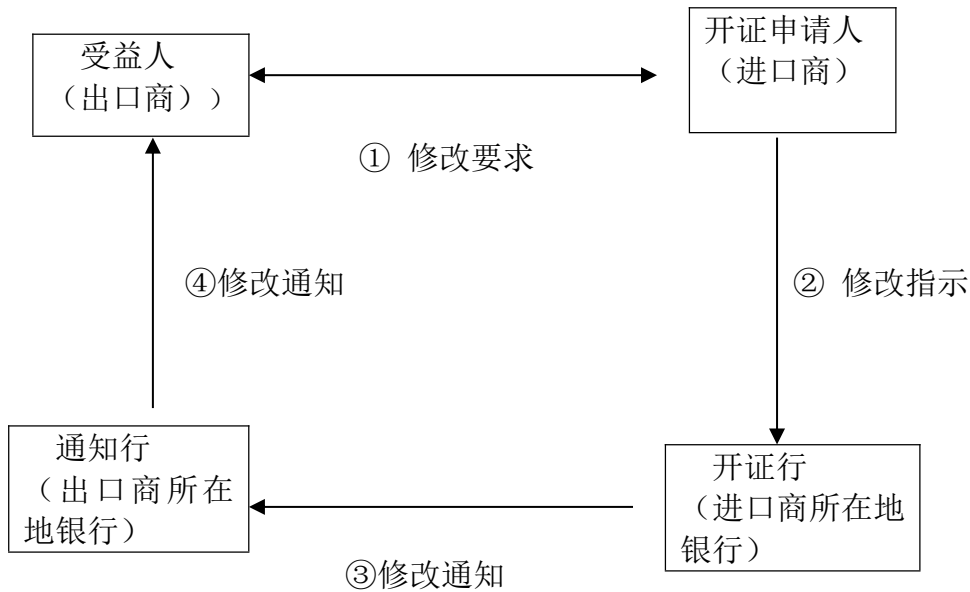
特别信用证 *special letter of credit* 信用证金额 *amount of credit*

通过银行开立信用证 *to establish a credit through a bank*

Step 5 Consolidation

In this step, the teacher may firstly encourage students to make a presentation of L/C amendment by means of small groups, and then help them review the procedure with the following graph illustration to consolidate what they have learned.

The procedure of Amending L/C



Step 6 Homework

1. Finish Ex. 1 & Ex. 2 on P. 136-137
2. Finish Reading Dialogue on P. 138-139

Module Eleven Packing

I. Aims & Requirements

- to understand the whole lesson;
- to know how to express packing requirement
- to know of some packing marks;
- to master the useful and/or important words and expressions
- to enhance the practice and creative ability

II. Ideological and Political Objective

Emphasize the application of original spirit and Chinese elements in the packaging of international trade, and promote Chinese culture.

III. Content

1. Analyse packing requirement.
2. Some packing marks
3. Useful and commonly used sentences related with this lesson
5. Exercises done both in the class and after class.
7. Discuss the exercises.

IV.Important & Difficult Points

1. Writing points
2. Expressions in packing requirement
3. Language points and useful expressions;

V.Teaching Methods

: Interactive teaching through discussion, questions & answers

VI. Time Allocation

2 Periods

VII. homework

Teaching steps:

Step 1: Review of last lesson

The translation work of some typical sentences

1. We have noted with regret that in your L/C No....you have asked for packing in wooden cases, whereas the goods to be shipped will be packed in cartons as stipulated in our S/C No. ... We should appreciate it if you could amend the L/C the soonest possible.
2. 收到你公司对第... ..号售货确认书开来的第... ..号信用证。经核对来证条款，发现来证单价为 US\$3.25，而合约单价是 US\$3.52。估计系书写笔误，请予修改。

Step 2 Lead in

- 1) In your opinion, what is the importance of packing?
- 2) Introduce the concept of Packing Requirements

Step 3: detailed analysis

1. Some commonly used terms and expressions

- ①**mode** mode of packing, mode of payment, multi-mode transportation
- a. In wooden cases containing 30 pieces if 40 yards each.
 - b. In press – packed bales of 400 lbs, net each
 - c. In iron drums of 25 kgs. Net each
 - d. In gunny bags of 60 kgs. Net each
 - e. In cartons, then on pallets
 - f. Packed in bales of 50 kgs,net

- g. Packed in cases of 200 lbs
 - h. Packed in wooden cases lined with tin plate, with iron hoops at both ends
 - i. Packed in cans, 12 cans to a cardboard, 10 cardboard boxes to a case.
- ② **packing** outer packing, inner packing, strong packing, packing list,
pack We pack the goods in wooden cases.
 - ③ **rough handling** Rough handling will result in damage.
 - ④ **for your information** For your information, our products sell quickly on your market.
 - ① **to the contrary** The contract shall be renewed for one year if we do not hear from you to the contrary.
We will pack the goods as usual if we are not informed to the contrary.
 - ② **fulfil** fulfil one's obligation, fulfil a contract, fulfil an order
fulfilment n. the fulfilment of a contract
 - ③ **shipping advice** As soon as the shipment is made, please let us have your shipping advice.
 - ④ **mark** You are requested to mark all the cases as per our instructions.
mark n. shipping mark, warning mark.

2. Useful sentences in expressing packing

- ① We usually have our screws packed in double gunny bags of 60 kgs. Each.
- ② The cartons are well protected against moisture by polythene sheet lining.
- ③ The goods ordered should be of good quality and in attractive packing.
- ④ All bags have an inner waterproof lining.
- ⑤ We can meet your special requirements for packing but the expenses should be borne by you.
- ⑥ As requested, we have included a packing note with your commodities, and have pleasure in enclosing a further copy of the note.
- ⑦ Our improved packing will catch the eye of the buying public, which will help push the sales.
- ⑧ Our cartons are strong enough to stand rough handling in the course of transportation.

3. Packing example introduction showing:

Item No. : 0111

Model No. : LR6/2B

Packing: 2PCS/BLISTER CARD

Inner box: 20PCAKS(40PCS)

Shipping carton: 200PCAKS(400PCS)

Volume: 0.0228

Step 4 Exercises-----practical step

I. Translation

1. We will take every step within our reach to improve the packing so as to protect the goods from breakage.
2. Our Trip Scissors are packed in boxes of 1 dozen each, 100 boxes to a carton lined with waterproof paper.
3. We have now adopted carton packing instead of wooden cases as the former is just as seaworthy as the latter while the cost is less and the weight lighter.
4. Our Soya Beans are supplied in bulk or in gunny bags.
5. 请对包装特别注意，否则，货物将会在运输途中损坏。
6. 我们已把你方对包装的意见转告厂方，他们同意在下次装运时才拿你方的意见。

II Collect more warning marks in English:

小心搬运 Handle with care

此面朝上 This side up

请勿抛掷 Don't throw down

易腐物品 Perishable goods

请勿平放 Not to be laid flat

请勿用钩 No hooks

保持冷藏 Keep cool, Keep in cool place

避免日光直射 Keep out of the direct sun

有毒物品 Poison

危险 Dangerous

危险品 Dangerous goods

易碎品 Fragile

请勿倒立 Keep Top Side Up

防潮 Guard against Damp

Step 5 Practice : A discussion

From the study of the text, we should know that generally speaking , the writing of packing requirements often include the following items, some fixed or often-used phrases or sentences ,we are required to remember the following in correspondences

and negotiations:

- giving a reply and explain the problems in the packing
- express the reasons of the damages and give the requirements and expectation for the future packing of the future business;
- ask for agreement from the partners,
- express thanks or greetings

Step 6 Summary

Together with the class to review of what have learned in this lesson. Proper packing and packaging are essential to increase customers' satisfaction. Poor packaging can ruin the chance of success while poor packing may result in the damage to goods. Understanding the importance and the usual expressions related to packing would be helpful in international business.

Step 7: Homework:

- Review the whole text
- Page153--154 Translation of sentences

Module Twelve: Insurance

I. Aims & Requirements:

1. Help students to learn and master key words, phrases and sentence patterns about insurance
2. Help students to learn how to write a business letter about insurance
3. Help students to learn some additional sentence patterns about insurance

II. Ideological and Political Objective

Guide the students to establish the awareness of risk prevention.

III. Contents:

analyze the whole text

exercises doing

practice writing

IV. Focus on & Difficulties

categories of coverage; terms and expressions

V. Teaching Methods

Interactive teaching, discussion, questions & answers

VI. Time Allocation

Four Periods

VII. homework

Teaching steps:

Step 1: Review of lesson 11

translation work of some sentences of lesson 11

Step 2 Presentation

- the basic concept of covering insurance for the buyer and the questions which should attention;
- the emphasis is that as a buyer or a seller you should know that what kind of insurance you will insure for the specific goods and how much you should pay for it.

Step 3: detailed analysis

(1) Additional Notes

C.I.F.: 即 Cost Insurance Freight 的缩写, 成本加保险费, 运费。

① insurance n.: 保险

② insurance agent 保险代理人	insurance broker 保险经纪人
insurance certificate 保险凭证	insurance commission 保险佣金
insurance market 保险市场	insurance policy 保险单
insurance amount 保险金额	insurance coverage 保险范围
insurance company 保险公司	insurance clause 保险条款
insurance instruction 投保通知	insurance business 保险企业
insurance conditions 保险条件	

③ 表示“投保”, “办理保险”可用: to arrange /cover /effect/provide/ take out insurance

1) We shall *provide* such *insurance* at your cost.

2) Have you *taken out insurance* on the tiles?

④表示险别的表达有以下几种：基本险和附加险（**additional risks**）

1) 水渍险：对整个保险期间内由海难引起的全部损失或损坏提供广泛保险。

With Particular Average(W.P.A.)Insurance:水渍险

2) 一切险 All Risks,(A.R.) Insurance:承担不管是海难还是一般外来险原因所造成的被保之物的全损或部分损失的赔偿责任。

3) 附加险包括：一般附加险（**general additional risks**）和特殊附加险（**special additional risk**）

(2) Common expressions in insurance

What risks should be covered?

您看应该保哪些险？

What kind of insurance are you able to provide for my consignment?

贵公司能为我的这批货保哪些险呢？

It's better for you to can the leaflet, and then make a decision.

你最好先看看说明书，再决定保什么险。

These kinds of risks suit your consignment.

这些险别适合你要投保的货物。

May I ask what exactly insurance covers according to your usual C.I.F terms?

请问根据你们常用的 CIF 价格条件，所保的究竟包括哪些险别？

It 's important for you to read the "fine print" in any insurance policy so that you know what kind of coverage you are buying.

阅读保险单上的“细则”对你是非常重要的，这样就能知道你要买的保险包括哪项目。

(3) Words and Phrases

PICC (People's Insurance Company of China) 中国人民保险公司

risk insured, risk covered 承保险项

risk 险别

to provide the insurance 为...提供保险

leaflet 说明书

fine print 细则

Step 4 Explanation

● In our opinion, this type of *coverage* is necessary for the comparatively valuable and fragile cargo.我方认为,这类保险对高值,易碎的货物来说是必要的.

coverage: n. 保险范围

eg.,The *coverage* is written in the basic policy form and the clauses for different risks.

We shall provide such *coverage* at your cost .

●.It is the usual practice *to cover for 110% of the invoice value*,
请按惯例为我方以发票金额的 110%投保,即 50,000 美元.

▼to cover for 110% of the invoice value : to cover for 10% above/over insurance value 或者是:*to cover at invoice value plus 10%* 这里指按发票价的 110%投保。

You are required to cover the goods against All Risks at invoice value plus 10% .

We shall insure the goods for 10% above the invoice value.

Step 5 the summary of the text

From the study of the text, we should know that generally speaking, the writing of insurance often include the following items, actually we can have four paragraphs:

- giving the coverage category
- provide the terms of payment for the coverage
- ask for agreement

Step 6 Homework:

- Review the whole text
- preparing some information on the next text, lesson13