

Chapter 6 Brief History of Business

I. Learning Objectives

- *To understand briefly the history of business*
- *To learn the importance of international business;*
- *To grasp the main idea and the structure of the text;*
- *To master the usage of key special terms, words and phrases in this chapter;*
- *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Introduction

We are involved in business activities every day, but how well do you know about it? When did it start and in what form?

虽然生活中的每一天我们都在进行着商业活动，但对它你了解多少呢？你知道商业始于何时吗？你知道最原始的商业形式吗？

How much do you know the history of business?

The earliest trade: barter

Early trade in China: Silk Road

The expansion of commerce in Europe in the middle ages

III. Main points of the text

1. Business is concerned with everybody in their life.
2. Most of what we need must be bought with money.
3. China was among the first to trade with other countries.
4. As civilization advanced, some tribes and village communities began to rear fowl and domesticate a few animals.
5. There was barter, the beginning of trade.
6. After a decline following the breakup of the Roman Empire, European commerce expanded gradually during the Middle Ages.

IV. Background and terminology

1. **the Silk Road** 丝绸之路
2. **the Roman Empire** 罗马帝国
3. **processed goods** 成品, 加工品
4. **the Middle Ages** 中世纪
5. **the Baltic** 波罗的海地区

6. The Silk Road 丝绸之路

Silk Road: Beginning in about 100 B.C., a network of overland trade routes developed to carry goods between Asia and Europe. The earliest, most direct, and most heavily used route came to be known as the Silk Road, for the precious Chinese cloth that was traded abundantly on it. The routes waxed and waned over the centuries with changing political and environmental conditions. After the discovery of a sea route from Europe to Asia in the late 15th century, the land routes were gradually abandoned in favor of ocean-borne trade.



3. The Roman Empire 罗马帝国

an empire that succeeded the Roman Republic during the time of Augustus, who ruled from 27 B.C. to A.D. 14. At its greatest extent it encompassed territories stretching from Britain and Germany to North Africa and the Persian Gulf. After 395 it was split into the Byzantine Empire and the Western Roman Empire, which rapidly sank into anarchy under the onslaught



of barbarian invaders from the north and east. The last emperor of the West, Romulus Augustulus (born c. 461), was deposed by Goths in 476, the traditional date for the end of the empire; 罗马帝国，罗马继奥古斯都（公元前 27 至 公元 14）时期的罗马共和国之后的帝国。它最强盛的时候包裹从不列颠和德意志延伸至北非和波斯湾的广阔领域，公元 395 年后帝国分裂成拜占庭帝国和西罗马帝国，后在从北部和东部来的入侵者的进攻下陷入无政府状态。西罗马帝国的末代皇帝是罗慕路斯·奥古斯图卢斯（生于公元 461 年），他于公元 476 年被哥特人废黜，传统上把该年作为帝国灭亡的标志。

7. the Middle Ages 中世纪

Medieval Town

During the Middle Ages, towns and cities frequently grew out of trading sites. As traders and

craftsmen came to sell their wares to local lords and bishops, permanent trading settlements were sometimes established near castles or monasteries. Trade was very important to the economies of medieval towns, which often featured crowded and lively markets and fairs. **Microsoft® Encarta**

Middle Ages, period in the history of Europe that lasted from about A.D. 350 to about 1450. At the beginning of the Middle Ages, the western half of the Roman Empire began to fragment into smaller, weaker kingdoms. By the end of the Middle Ages, many modern European states had taken shape. During this time, the precursors of many modern institutions, such as universities and bodies of representative government, were created.

V. Language Points

1. **Business is concerned with everybody in their life.** 商业关系到每个人的生活。

(topic sentence of Paragraph One)

be concerned with: be about; be related to 与某事物有关, 涉及某事物

①. His latest novel is concerned with Africa.

他最近的一本小说是关于非洲的。

②. (Biz) The sales of the company is greatly concerned with the whole staff.

公司的销售是与全体员工息息相关的。

2. **Some students, especially those in western countries, work, perhaps by baby-sitting or tutoring in their spare time to earn money, or are supported by their parents who should make money, to buy something they want.** 有些学生, 特别是在外国, 会通过业余时间做一些诸如临时保姆或家教之类的工作来赚钱, 要不就得由父母赚钱来资助他们购买他们想要的东西。

“some students” 是主语, “work, perhaps by”, “are support by” 是两个并列谓语。“especially in the foreign countries” 是限制主语的定语。“who should make money” 是用来修饰介词宾语 “their parents” 的一个定语从句 “to buy something they want” 是目的状语。

3. **Few things can be obtained without money, the important exceptions being love, friendship, kindness, fresh air, sunshine and rain.**

不用花钱就能得到的东西很少, 爱情、友谊、善良、空气、阳光和雨水则是一些重要的特例。the important exceptions being love... 是独立主格结构 (absolute structure) 作状语, 表示背景情况或行为方式。

4. **Vital though these are to our emotional and physical well-being, they are free, and we put no price on them.** 虽然它们对我们的身心健康非常重要, 然而却都是免费的, 我们也从不能给它们定价。

这是一个复合词。“Vital though ... well-being”中的 vifal 放句首是为了强调这是倒装结构, 而主句则是 “they are free, and we put no price on them”。

5. **The main idea of Para.1 & 2 : one's life is closely connected with trade.**

6. **Even before the time of Christ great camel caravans manned by the merchants traveled along the famous 'Silk Road' from China to the West and then fanned out.**

甚至在公元纪年之前就有商人领着驼队, 沿着著名的丝绸之路来往于中国和西欧, 随后又延伸

到各地。

fan out: spread out from a central point 作扇形散开

The soldiers fanned out as they advanced.

士兵们向前推进时呈扇形散开。

7. A few centuries ago, our wants would have been comparatively simple and confined to the basic necessities of life—food, clothing and shelter.

几个世纪以前，人们的需求相对简单，只限于衣食住所等基本生活必需品。

be confined to (局)限于，(被)限制(封闭)在

She was confined to bed for a week because of the flu.

她因为感冒而被迫卧床一周。

confine... to 局限于某事上

(Biz) Please confine your remarks to the company's financial problems.

请你把话题局限在公司的财务问题上。

8. ...southern Europe was also rich in wine, fruit and oil. ...南欧盛产葡萄酒、水果和油料。

be rich in sth (某物)盛产，丰富，多

①. The Middle East area is rich in oil resources.

中东地区石油资源丰富。

②. (Biz) China is rich in labor resources while the developed countries have relatively abundant capital.

中国人力资源丰富，而发达国家的资本则相对富足。

9. The main idea of Paragraph 3: China's early trade with the world:

Silk Road

camel caravans

Reference Information:

<http://www.chiculture.net/php/frame.php?id=/cnsweb/html/0126>

10. The main idea of Paragraph 4 &5: The birth of trade

hunting & fishing → stock raising & farming → barter (earliest form of trade)

11. The main idea of Paragraph 6: The early trade in Europe in the middle ages (4th-15th century).

the Baltic: raw materials, timber, tar, furs and skins

the East: luxury goods, spices, jewelry, silk and textiles

Western Europe exported raw materials and processed goods

the English sold woolen garments;

the Dutch offered salted herring;

Spain produced wool;

France exported salt;

southern Europe was rich in wine, fruit and oil

V. Summary of the lesson

Business is concerned with everybody in their life. There are many good reasons for working while

studying, and most of them involve a desire to buy something and so satisfy a want, whether now or in the future. China was among the first to trade with other countries. As civilization advanced, some tribes and village communities began to rear fowl and domesticate a few animals. Then there was barter, the beginning of trade. After a decline following the breakup of the Roman Empire, European commerce expanded gradually during the Middle Ages, especially during the 12th and 13th centuries. Throughout the Middle Ages, business between Europe and Asia was limited, because overland transport was expensive and because Europe did not have anything for export to the East.

VII. Comprehension questions

1. According to the text, which people have to work/earn money?
2. What were the main wants of people and what kind of life did they lead a few centuries ago?
3. According to the text why could the merchants in the old days make great profits?
4. Are there any things that we can obtain without money? What are they?
5. What mattered most in the primitive society?
6. Why was there the worry of hunger presented in the primitive society?