



# Chapter 6

## Brief History of Business



# Objectives

# Objectives

- A.** To understand briefly the history of business
- B.** To learn the importance of international business
- C.** To grasp the main idea and the structure of the text

# Objectives

- D.** To master the usage of key special terms, words and phrases in this chapter.
- E.** To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.



# Introduction

# 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?**



# Introduction

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？



# Introduction

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







# Main points of the text

# 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.**

# Main points of the text

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.



# Background & terminology

# Background and terminology

## The Silk Road 絲綢之路



**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.**

# Background and terminology



Microsoft Corporation. All Rights Reserved.

— Eurasian Steppe Route — Main Connecting Routes



# Background and terminology

## 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.

# Background and terminology

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 .




# Background and terminology

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。它最强盛的时候包囊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。

# Background and terminology

## the Middle Ages 中世紀

### 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.

# Background and terminology

**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.**

# Background and terminology

processed goods



成品；加工品

# Background and terminology

Baltic



波罗的海地区





# Language points

# Language points

**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**

# Language points

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。





# Language points

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，特别是在西方国家，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。

# Language points

“some students” 是主语，“work, perhaps by”, “are support by” 是两个并列谓语。“especially in the western 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。

# Language points

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。

# Language points

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vital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”。

# Language points

The main idea of Para.1 & 2



**one's life is closely connected with trade.**

# Language points

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

1. The soldiers **fanned out** as they advanced.

士兵们向前推进时呈扇形散开。

# Language points

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。

# Language points

confine... to 局限于某事上

2. (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。





# Language points

...southern Europe was also rich in wine, fruit and oil.



...南欧也盛产葡萄酒、水果和油料。

be rich in sth (某物) 盛产, 丰富,  
多

# Language points

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

中东地区石油资源丰富。

2. 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。

# Language points

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>**

# Language points

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



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

# Language points

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

# Language points

**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**



# Summary

# Summary

**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.**



# Summary

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.



# Comprehension questions

# 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?

# Comprehension questions

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?



对外经济贸易大学

University of International Business and Economics