

教学大纲

课程类别：专业基础课

授课对象：高职专科二年级或三年级学生

周学时：3 学时

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指定教材：谢毅斌主编，《商务英语》，对外经济贸易大学出版社 2005 年出版。

考 核：《商务英语》课程的测试方式分为两部分：笔试和口试

（一）三个阶段：平时、阶段测试和期末

平时和期末以笔试为主，阶段测试以案例分析为主。

（二）阶段测试：以案例分析的形式。分为：演示及报告

（三）分值分布：

平时作业：10%

阶段测试：40%

期末考试：50%

教学目的：《商务英语》课是一门将英语听说技能与商务知识相结合的商务英语必修课程。授课对象为二、三年级专科学生。课程在多媒体教室进行，授课语言为英语。教学目的是提升学生在综合商务环境下应用语言的能力即商务表达能力。通过听和说与经贸金融知识和其它商业相关的内容，让学生在教师的指导下进行商务语言情景下的听说语言操练，使听说语言能力和商贸专业知识有机地结合起来。

Chapter 1 What Is Economics

Time Arrangement: 3 hours

I. Learning Objectives

- *To learn the fundamental knowledge about economics and its importance in our daily life;*
- *To know about the terms of microeconomics and macroeconomics;*
- *To understand the significance of economic growth;*
- *To master the usage of key special terms, words and phrases in this chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. Economics is everybody's business.
2. What is economics?
3. Origin of economics.
4. What is microeconomics and macroeconomics.
5. Practical value of economics in business.
6. Significance of economic growth.

IV. Background and terminology

1. Adam Smith (1723-1790) 亚当·斯密
2. An Inquiry into the Nature and Causes of the Wealth of Nations 《国富

论》

3. demand and supply relationship
4. microeconomics
5. macroeconomics
6. deflation
7. standard of living
8. inflation
9. Political Economy 政治经济学
10. English School of Classical Political Economy 英国古典政治经济学派

V. Language Points

1. deal with sb/sth
2. relate to
3. trace
4. approach
5. in terms of
6. focus on
7. project
8. establish
9. available
10. provide sb with sth / provide sth for sb
11. eliminate

VI. Summary of the lesson

Economics is everybody's business. We ought to be curious about our complex physical and social environment. Economics **deals with** managing resources to meet the desires of people. The study of economics may be **approached** in two different ways: the microeconomics approach and macroeconomics. Economics is of practical value in business, for it aids in making decisions and establishing policies. It helps us become better-informed in dealing with the problems of business.

VII. Comprehension questions

1. What is economics? What theories are involved in economics?
2. Who wrote the first full-scale treatise on economics? Can you tell some of his arguments in this treatise?



3. According to the text, what is the difference between microeconomics and macroeconomics?
4. Why is economics of practical value in business?
5. How could a rising standard of living be provided?

Chapter 2 Needs and Wants

Time Arrangement: 3 hours

I. Learning Objectives

- *To learn about what are basic human needs and wants;*
- *To understand the definitions of “needs” and “wants”;*
- *To realize how a qualified exporter could make full use of the theory of needs and wants in 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. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text:

- a) What is a want.
- b) What basic human needs are.
- c) Product adaptation to suit customers' needs.

IV. Background and terminology

1. buying power
2. earning capacity

3. export market needs
4. export product
5. product adaptation
6. Maslow's Hierarchy of Needs

V. Language Points

1. follow close on the heels of
2. Wants follow close on the heels of thoughts and desires about a thing, and the desire to possess it or do something about it becomes a want.
3. a variety of something
4. result from
5. in ... terms
6. make sure (that)
7. self-preservation
8. impel
9. Almost everyone feels the need or want to have friends and hopes that business associates will think well of him or her.

VI. Summary of the lesson

Wants follow close on the heels of thoughts and desires about a thing, and the desire to possess it or do something about it becomes a want. Our wants seem to be never-ending, but have to be limited to the earning capacity and buying power of the family. All kinds of food and goods must be produced to satisfy our wants. As a qualified exporter, he must make sure that the product fits customers' wants and needs. In some cases, export products can often be adapted to meet export market needs. Not only do you understand your product, but your customers and their buying motives.

VII. Comprehension questions

1. Can all the wants be satisfied by cash payment? Can you give some exceptions?
2. What can restrict us to satisfy our wants?
3. How can one become a qualified exporter?
4. Why is exporting products abroad not as easy as selling something at home?
5. What is your self-image? How do you manage to keep it?
6. At present, what kind of wants do you have? In which way will you satisfy your

wants?

Chapter 3 Supply and Demand

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn about what is Demand and Supply;*
2. *To identify the factors affecting prices*
3. *To master the usage of key special terms, words and phrases in this chapter.*
4. *To grasp the main idea and the structure of the text;*
5. *To master the usage of key special terms, words and phrases in this chapter;*
6. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. What is Supply and Demand
2. factors influencing prices
3. the condition for the price -determining mechanism of supply and demand

IV. Background and terminology

1. Trust
2. Cartel
3. free market

4. Market forces

V. Language Points

1. refer to sb./sth.
2. according to
3. take sth. into consideration
4. regard sb./sth. as
5. In the view of many economists, the multiplicity of such indirect factors is so great that the terms supply and demand are inclusive categories of economic forces affecting prices, rather than precise, primary causal factors.
6. rather than
7. The price-determining mechanism of supply and demand is operative only in economic systems in which competition is largely unfettered.
8. tend to do sth.
9. Increasing recourse, in recent times, to governmental regulation of the economy has tended to restrict the scope of the operation of the supply-and-demand mechanism.
10. initially

VI. Summary of the lesson

Supply and Demand, in economics, refers to basic factors determining price. The theory of supply and demand takes into consideration the influence on prices of such factors as an increase or decrease in the cost of production. Other factors indirectly affecting prices include changes in consumption habits and the restrictive practices of monopolies, trusts, and cartels. The price-determining mechanism of supply and demand is operative only in economic systems in which competition is largely unfettered. Increasing recourse, in recent times, to governmental regulation of the economy has tended to restrict the scope of the operation of the supply-and-demand mechanism.

VII. Comprehension questions

1. In economic theory what does supply and demand mean?
2. Theoretically, how does supply and demand affect prices?
3. Are there any other factors affecting prices? Give some examples.

4. How do these factors affect prices?
5. In the view of many economists, are supply and demand precise, primary and causal factors affecting prices? Why?
6. In what kind of economic systems is the price-determining mechanism of supply and demand operative?

Chapter 4 Consumer Market In China

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn about what is consumption like in China;*
2. *To examine the current consumer market in China*
3. *To have an overview of the changes in Chinese consumption;*
4. *To grasp the main idea and the structure of the text;*
5. *To master the usage of key special terms, words and phrases in this chapter;*
6. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. the change in the status of consumers
2. the government serious attitude towards marketing

3. the Chinese consumers's role in the process of change
- 4 a revived opportunity for self-expression of the consumers
5. consumers' demand in the clothing field.

IV. Background and terminology

1. opening-up policy
2. market orientation
policy orientation
market-oriented policy
3. elite
4. Consumer Council
5. electronic appliance
6. the Five Year Plan
7. The Role of Consumers in Markets

V. Language Points

1. propel
2. thanks to
3. woo
4. Long consumer queues have been partially replaced by smile campaigns and courtesy programs.
5. setting a good example for others to follow.
6. take sb./sth. seriously
7. acquire
8. generate
9. become conscious of
10. Because of the "one-child" policy of the state, parents go out of their way to provide the best for their special class of "young consumers".

VI. Summary of the lesson

The pace of change in China as propelled by the opening-up policy and accelerated by economic reform has been most fascinating to people both inside and outside China. One obvious change is that consumers are given a better deal, thanks to increased production, rising income and market orientation policies. Another indication that the government takes marketing seriously is that it has set up Consumer Council. In the process of change, the Chinese consumers have taken an active role, and are asking for more. The open-door policy is giving the individual a revived opportunity for self-expression. Consumers are



gradually becoming more conscious of their individual needs.

VII. Comprehension

1. Why has the pace of change in China been most fascinating to the world?
2. What is the obvious change to the Chinese consumers?
3. Has the status of the consumer changed? Give some examples to prove it.
4. Why does the author think TV advertising is a substantial business?
5. Does the government take marketing seriously? Give some examples.
6. Do you think that the consumers will be given more attention? Why or why not?

Chapter 5 What Is International Business?

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn the definitions of business and international business;*
2. *To grasp some basic theories related to international business, such as absolute advantage and comparative advantage;*
3. *To grasp the main idea and the structure of the text;*
4. *To master the usage of key special terms, words and phrases in this chapter;*
5. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. Most people are involved in selling something.
2. the purpose of business
3. what is international business
4. the rationale for international business nations centers around specialization and manufacturing
5. differences between absolute advantage and comparative advantage

IV. Background and terminology

1. patent
2. know-how
3. absolute advantage
4. comparative advantage
5. natural resources
6. multinational corporations
7. economic blocs
8. Saudi Arabia
9. South Africa
10. Business and International Business

V. Language Points

1. Most people who work for a living are either directly or indirectly involved in selling something.
2. As a result, when we really examine what goes on in the business world it becomes obvious that we are all part of it.
3. for the purpose of
4. play a role in sth.
5. International business is the worldwide exchange of goods and services among nations, *generally using some form of currency as payment.*
6. center around: focus on
7. specialize in
8. end up
9. apply to
10. Saudi Arabia specializes in oil production, South Africa in diamonds and gold, Australia in wool.
11. in terms of

VI. Summary of the lesson

Every day of our lives we have some business dealings. Business is an organized approach used by individuals or companies for the purpose of providing goods and services to people. International business is the worldwide exchange of goods and services among nations, generally using some form of currency as payment. The rationale for international business between nations centers around specialization, absolute advantage, and comparative advantage. The same principle applies

to manufacturing, but in this case, climate is not the primary concern. Factors such as labor supply, proximity to natural resources, and , at times, historical accident are more likely to cause a nation to specialize in a particular industry. There are two methods of engaging in international business: indirect and direct. If an indirect method is chosen, a manufacturer may use the services of an export agent. Direct exporting may involve a company's maintaining its own export department, a separate international company, or a foreign subsidiary.

VII. Comprehension questions

1. Is everyone likely to be involved in business dealings? Why?
2. Use one sentence to define international business.
3. What is the difference between exports and imports?
4. Is there any difference between absolute advantage and comparative advantage? **Can you explain the two terms?**
5. What is specialization?
6. Why is it unnecessary for the people in Iowa to create an artificial environment for citrus trees?

Chapter 6 Brief History of Business

Time Arrangement: 3 hours

I. Learning Objectives

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

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

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**

2. the Roman Empire
3. processed goods
4. the Middle Ages
5. the Baltic
6. The Silk Road
7. The Roman Empire
8. the Middle Ages

V. Language Points

1. be concerned with
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.
3. Few things can be obtained without money, the important exceptions being love, friendship, kindness, fresh air, sunshine and rain.
4. Vital though these are to our emotional and physical well-being, 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. fan out
7. be confined to
8. **be** rich in sth
9. The main idea of Paragraph 3: China's early trade with the world:

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?

Chapter 7 Business Environment

Time Arrangement: 3 hours

I. Learning Objectives

1. *To illustrate the variants in business environment and the ways to deal with them*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. It's important to do export market research before exporting.
2. An exporter needs to know about the social characteristics of people he is dealing with.
3. There are a number of types of government trading policy that might affect your export prospects.

IV. Background and terminology

1. import restrictions
2. export research
3. target market
4. promising customer: the potential customer
5. commercial language

6. social characteristics of people

7. government trading policy

reasons for import restrictions

- ❖ short of the foreign currency
- ❖ trade protectionism
- ❖ for social reasons
- ❖ certain goods should be imported only by state buying agencies

Ways of import restrictions

- ❖ tariffs & non-tariff barriers (NTBS)
- ❖ non-tariff barriers: import quotas, import licenses and anti-dumping
- ❖ export subsidies, technical regulations and standards, health and safety standards, customs formalities and discriminatory public procurement policies.

8. 欧盟小麦出口津贴制度引起与美国阿根廷的贸易战

9. 倾销的目的

V. Language Points

1. To some extent
2. ignore
3. **penetrate**
4. locate
5. seek for
6. deal with sb/sth
7. get / be used to sth
8. prospect
9. impose (a tax/fine/duty) on sth.
10. demanding
11. forbid: prohibit
12. predict
13. forthcoming
14. ..., but intelligent reading of the international and national press, and a general familiarity with what is going on in the world, can lead to awareness of forthcoming export opportunities.

VI. Summary of the lesson

Environment varies greatly because of differences in languages, customs and traditions. To some extent, this gap can be filled by export market research before exporting. In moving to the foreign market, or **seeking for** a target market or locating the promising customer, the exporter faces many distinct but related problems. Even if all facts

suggest a good market, and statistics show that the product has been imported in the past, government actions may change the situation overnight. There are a number of types of government trading policy that might affect your export prospects. Professional economists and traders are employed by many companies and governments to try to predict economic trends which will affect exports, but intelligent reading of the international and national press, and a general familiarity with what is going on in the world, can lead to awareness of forthcoming export opportunities.

VII. Comprehension questions

1. What is exporting?
2. As an exporter, what is your concern about the foreign market?
3. What will you do to be aware of forthcoming export opportunities?
4. What is the purpose of the government to put a high tax on certain imported goods?
5. Why do some Moslem countries forbid the import of whisky?
6. What are the most common languages spoken in South America?

Chapter 8 What is Production

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn the definitions of production and product life cycle;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. Survival depends on products of the earth, the soil or water.
2. The first form of production is the production of the extractive industry.
3. The other form of production is the production of the manufacturing and construction industry.
4. All raw materials have to be treated or processed, and moved from one place to another before they acquire market value.
5. The effort or exertion required by production is known as labor, and its reward is wages.

IV. Background and terminology

1. raw material
2. finished product
3. Capital Iron and Steel Works
4. industrial worker
5. basic cost
6. market value

V. Language Points

1. produce
2. apply
- 3 The other form of production is production of the manufacturing and constructing industry, which includes all building and engineering work, the manufacture of paper, drugs, dyes, paints and so on.
4. be concerned with
5. extract
6. be known as
- 7 miscellaneous
8. hand something over to somebody

VI. Summary of the lesson

“Production” means making or manufacturing something, gathering or procuring raw material or produce. All of these are included in the production of the extractive industry —the first form of production. The other form of production is production of the manufacturing and constructing industry. All raw materials have to be treated or processed, and moved from one place to another before they acquire market value. In some processes of manufacture, the finished product at one stage becomes the raw material or basic product for the next stage. The effort or exertion required by production is known as labor, and its reward is wages. At each stage in the chain of production, wages must be paid and many miscellaneous expenses incurred before the finished product is handed over to the consumer. A percentage is added for profit at each exchange stage between buyer and seller, and the final price to be paid by the consumer for the finished products includes the cumulative wage packets of the industrial workers, as a rule totaling far more than the original basic cost of the product.

VII. Comprehension questions



1. What is production?
2. In what way is the utility of the product increased, and does it become a commodity?
3. What is labor?
4. How can raw materials acquire market value?
5. Must the finished production at one stage be the final product?
6. Where do the things that we eat, drink and wear come from?

Chapter 9 Factors of Production

Time Arrangement: 3 hours

I. Learning Objectives

1. *To examine the factors of production and their respective roles in production;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. four factors of production
2. the definition of the term "land" in a wide sense and in a narrower sense
3. the definition of the term "labor"
4. the definition of the term "capital"
5. the definition of entrepreneurship

IV. Background and terminology

1. **factors of production**
2. **asset** a valuable item that is owned
3. **tangible product**
4. **intangible product**

5. commission
6. shareholder
7. entrepreneurship
8. value in exchange
9. capital:
 - production goods
 - property and permanent assets of a business
 - money subscribed by shareholders
 - money loaned by banks
 - working capital
10. original capital investment
11. capital investment
12. working capital
13. fixed assets
14. value in exchange
15. production goods
16. fair return
17. money capital
18. permanent assets

V. Language Points

1. Firms are organizations that buy or hire factors of production in order to produce goods (tangible products, such as books, cars, food and housing) or services (intangible products, such as those provided by banks, barbers, teachers or railway companies) that can be sold for profit.
2. command
3. refer to
4. salaries, fees, wages, commissions.
5. engage in
6. anticipate
7. lacking in something
8. by definition
9. dovetail

VI. Summary of the lesson

Economic theory recognizes four factors of production. They are land, labor, capital and entrepreneurship. In a wide sense, the term "land" embraces all natural resources on, above and below the earth's

surface, and all rivers, lakes and seas. In a narrower sense, it is the site of the building or factory where workpeople are brought together. The term "labor" refers to the time and effort of people hired by firms to perform specialist production tasks and to increase the scale of production of the individual firms. Capital consists of all those production goods that are used to produce other goods and services. Finally, entrepreneurship, the ability to read the market, anticipate the demands of consumers and manage land, labor and capital to meet these demands, is the pivotal factor of capitalist production.

VII. Comprehension questions

1. What is the main feature of our present day materialistic world?
2. What is the definition of "land"?
3. What does the term "labor" mean?
4. What kind of labor is unproductive in economic terms?
5. How do you define the term "capital"?

Chapter 10 Product Life Cycle

Time Arrangement: 3 hours

I. Learning Objectives

1. *To understand the importance for an exporter to know product life cycle;*
2. *To know the ways and purposes of product adaptation and presentation*
3. *To define packaging and labeling as well as illustrate their functions in business*
4. *To grasp the main idea and the structure of the text;*
5. *To master the usage of key special terms, words and phrases in this chapter;*
6. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. the importance of deciding on a product strategy
2. the distinction between products and product lines
3. four stages of all products in a given market
4. introduction stage
5. growth stage

6. maturity stage
7. decline stage

IV. Background and terminology

1. Product Life Cycle
2. product strategy
3. sample
4. manufacturer
5. profitability
6. product category
7. broad marketing aim
8. Test Marketing
9. "try-my-product"
10. "buy-my-brand"
11. Pilot Model
12. Target Customer
13. maturity
14. embryonic stage
15. Product Mix
16. product life cycle

V. Language Points

1. decide on
2. modify
3. bring out
4., where a product is in its life cycle on the domestic market may vary a great deal from its possible position in export markets.
5. out-of-date
6. timing
7. catch on
8. place orders
9. fall off
10. sell off
11. given
12. try out
13. mop up
14. level off
15. set in
16. Deciding what stage a product has reached in its life cycle can be more difficult when the sales figures are still rising.

VI. Summary of the lesson

If a company wants to build a long-term position in export markets, it should decide on a product strategy. It is important to know the distinction between products and product lines. Almost all products eventually pass through four stages in a given market in terms of sales and profitability. Those four stages are: introduction stage, growth stage, maturity stage, and decline stage. The first stage is introduction, which means the product is launched or enters the market and sales rise slowly. The second stage is growth, which means the product is becoming accepted and penetrating the market. The third stage is maturity, which means sales growth starts to slow down. The last stage is decline, which means there is a decline in demand for the product.

VII. Comprehension questions

1. What should a company do if it wants to build a long-term position in export markets?
2. What is product life cycle?
3. How many stages are there in the product life cycle? What are they?
4. Is there a distinction between products and product lines? What is it?
5. Why is it very important for an exporter to have a thorough understanding of product life cycle?

Chapter 11: Product Adaptation and Presentation

Time Arrangement: 3 hours

I. Objectives:

- A. to make the students understand the purpose and importance of export product adaptation and presentation
- B. To help the students know different ways of product adaptation and presentation
- C. To help the students learn relevant English expressions and language structures

II. Approach:

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text:

- A.
 - 1. To satisfy customers' needs, wants and likes
 - 2. Checklist for product adaptation
- B.
 - 1. The extra appeal of the products to the customers
 - 2. The products should possess reliable performance
- C.
 - 1. Product presentation
 - 2. Product publicity
 - 3. Brand image of the product
 - 4. The identification of the manufacturer

IV. Background and terminology:

- A. product adaptation
- B. product presentation
- C. consumer goods
- D. Heraclitus
- E. Brand image
- F. brand
- G. Trade mark
- H. label

V. Language points:

- A. presentation
- B. to ensure
- C. adaptation
- D. to adapt
- E. to suit
- F. to appeal
- G. performance
- H. competition
- I. to admire
- J. to differentiate
- K. to identify

VI. Summary of lesson:

A successful enterprise must improve its products constantly for the sake of its product adaptation. And we will understand the importance and functions of product presentation, which is one of very effective ways to promote sales of the product.

VII. Comprehension questions:

1. What must an exporter ensure?
2. How should we carry out product adaptation?
3. What are the purposes of product presentation?
4. Why should the product be given a "brand image"?
5. Why is it important to identify the manufacturer of the product?

Chapter 12: Product Packaging and Labeling

Time Arrangement: 3 hours

I. Objectives:

- A. To define packaging and labeling for product, especially the export product
- B. To illustrate the importance and functions of both in international business
- C. To have a clear picture of the composition of product labeling
- D. To learn relevant expressions and language structure

II. Approach:

- A. Warm up: brain storming
- B. Explanation: new terms and language points

- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- VIII. Translation: key sentences
- IX. Questioning: interaction between the teacher and students
- X. Summarizing: key passages and the whole text

III. Main points of the text:

- A. 1. The definition of packaging: primary, secondary and shipping packaging
- 2. Labeling, as a part of packaging
- B. 1. Primary function of packing: to contain and to protect the product
- 2. Increased competition adds to the function of packaging: attracting attention by describing the product in order to promote the sales of the product
- 3. "Five-second commercial"
- C. 1. A good package requires making many decisions
- D. 1. Product safety has become a major packaging concern
- E. 1. Product labeling, a part of a product and/or a part of a package, carrying verbal information about the product or the seller
- 2. Labeling is a kind of product feature
- 3. "Silent salesmen"
- 4. The products suitable for label: food products, beverages, pharmaceuticals and toilet preparations
- 5. Checklist of labeling: the facts of the product
- F. 1. Guiding principles for label designing
- 2. Advertisement on the label is not allowed
- G. 1. Legal concerns about packaging and labels

IV. Background and terminology:

- A. packaging
- B. labeling
- C. export labeling
- D. terminologies with "market"
- E. the US Federal Trade Commission Act of 1914

V. Language points:

- A. to store
- B. to corrugate
- C. retail
- D. on impulse
- E. commercial
- F. to dispense

- G. to perform
- H. to attach to
- I. to comply with
- J. ingredient
- K. to prefer to
- L. to attract
- M. to heed
- N. to reveal
- O. to be made of
- P. to pass by
- Q. to throw away

VI. Summary of lesson:

In this highly competitive environment, the package may be the seller's last chance to influence buyers. Therefore, we shall clearly see the package becomes a "five-second commercial" and the importance, functions, contents and facts of a label, which is a kind of product feature that requires managerial attention.

VII. Comprehension questions:

1. What does packaging involve? And what may the package include?
2. What is the power of good packaging?
3. What is a label?
4. Why is labeling considered as the silent salesman?
5. What facts of the product should a label reveal?

Chapter 13: International Market Research

Time Arrangement: 3 hours

I. Objectives:

- A. To gain an understanding of the importance of international market research in international business
- B. To understand better the need for and how to make an international market research
- C. To explore the differences between "desk research" and "field research"
- D. To learn relevant expressions and language structures

II. Approach:

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- XI. Translation: key sentences
- XII. Questioning: interaction between the teacher and students
- XIII. Summarizing: key passages and the whole text

III. Main points of the text:

- A.
 - 1. International business is a high-risk activity
 - 2. International market research is helpful to international business success
 - 3. International market research becomes less complicated
- B.
 - 1. "desk research"
 - 4. "field research"
- C.
 - 1. A case study of notebooks for university
 - 2. How to start a market research
- D.
 - 1. The process of decision making
 - 2. The following activities.

IV. Background and terminology:

- A. market research
- B. desk research
- C. field research

V. Language points:

- A. to differ
- B. prior to
- C. to obtain
- D. to undertake
- E. to justify
- F. to bind
- G. to prohibit
- H. to contact
- I. to ban
- J. to levy
- K. flourish
- L. to persuade
- M. to take ... into account
- N. with the help of
- O. so +
- P. to carry out

VI. Summary of lesson:

Market research helps businesses identify consumer needs and wants so a company can develop and promote products more successfully. The lesson will illustrate that such research provides the information upon which important advertising and marketing decisions are based.

VII. Comprehension questions:

1. Why is international business a high-risk activity?
2. Why is international market research helpful to international business success?
3. What is a "desk research"? And why?
4. What does "field research" usually mean? And why?
5. What have you learnt from the case study?

Chapter 14: Market Selection

Time Arrangement: 3 hours

I. Objectives:

- A. To help the students to gain insight into the importance and necessity of market selection
- B. To know better the different ways and procedures in carrying out the market selection
- C. To learn relevant expressions and language structure

II. Approach:

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- XIV. Translation: key sentences
- XV. Questioning: interaction between the teacher and students
- XVI. Summarizing: key passages and the whole text

III. Main points of the text:

- A. 1. We must be selective and concentrate our marketing efforts on the
markets which will yield the best results
- B. 1. We must try to identify, at minimum cost, the markets on

which we

should concentrate our research efforts

- C. 1. Process of market selection: search for gold
- D. 1. Process of market selection for export product
- E. 1. The best initial indicator: product being presently imported or not
2. National data: governmental organizations
3. International data: UNCTAD and OECD
- F. 1. Tips and precautions for market selection
2. To concentrate on one or two markets to start with
3. Try to break down difficulties into practical problems
4. To keep within the capacity
5. To make certain at the start that you are going to be

profitable

IV. Background and terminology:

- A. market selection
- B. principles for market classification
- C. target market
- D. UNCTAD
- E. OECD

V. Language points:

- A. selection
- B. selective
- C. to concentrate
- D. to yield
- E. to discard
- F. data
- G. to pinpoint
- H. to survey
- I. to repay
- J. to discard
- K. to eliminate
- L. to go after
- M. to make certain
- N. to stay away
- O. to deal with
- P. to break down
- Q. to narrow down
- R. in terms of

VI. Summary of the lesson:

How to select a targeted market for export is of great importance to

every exporter. From this lesson, we will have brief idea about the importance, the aims, and the procedures of market selection.

VII. Comprehension questions:

1. Why is market selection so necessary if we want to export?
2. What must we do to find out about potential market?
3. What is the whole process of market selection? And why?
4. What should we do when selecting a target market?
5. Why is the advice valuable?

Chapter 15: Free Trade

Time Arrangement: 3 hours

I. Objectives:

- A. To help the students review different types of international trade among countries in the world
- B. To understand better the definition and the importance of free trade
- C. To learn relevant expressions and language structure

II. Approach:

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text:

- A. 1. The definition of a free trade
- B. 1. The definition of a customs union
2. The immediate and gradual elimination of tariff barriers
- C. 1. The difference between free trade zone and customs union
2. The treaty of Montevideo
- D. 1. Bonded warehouses

IV. Background and terminology:

- A. Gibraltar
- B. Customs union

- C. European Economic Community
- D. Treaty of Rome

V. Language points:

- A. isolated
- B. adjacent
- C. to assemble
- D. to locate
- E. to refer to
- F. tariff
- G. barrier
- H. to consist of
- I. to be similar to
- J. to be subject to
- K. in that
- L. to ease
- M. instead of
- N. to be put into effect
- O. to provide for

VI. Summary of lesson:

We can find out what exactly mean by free trade, a free trade zone, a customs union and bonded warehouses. At same time, we may have a better idea about different free trade zones in the world.

VII. Comprehension questions:

1. What is a free trade zone?
2. What is a customs union?
3. What are the similarities and differences between a free trade zone and a customs union?
4. What is the function of bonded warehouses?
5. How do you understand the meaning of "free trade"?

Chapter 16: Tariff Barrier

Time Arrangement: 3 hours

I. Objectives:

- A. To help the students understand better the importance and function of tariff
- B. To have a better understand of different types and forms of tariff barriers
- C. To learn relevant expressions and language structure

II. Approach:

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- VIII. Translation: key sentences
- IX. Questioning: interaction between the teacher and students
- X. Summarizing: key passages and the whole text

III. Main points of the text:

- A.
 - 1. A tariff is a tax levied by a government on goods and service
 - 2. The tariff provides the government with extra tax revenue
- B.
 - 1. Four forms of tariff:
 - 2. Ad valorem duty
 - 3. Specific duty
 - 4. Alternative duty
 - 5. Compound duty

IV. Background and terminology:

- A. tariff barrier
- B. Ad valorem duty
- C. Specific duty
- D. Alternative duty
- E. Compound duty
- F. inflation
- G. import duty

V. Language points:

- A. revenue
- B. to base
- C. to apply
- D. to vary
- E. to impose (on/upon)
- F. to discourage
- G. to provide somebody with something
- H. to depend on
- I. to free from

- J. in accordance with
- K. to keep up with

VI. Summary of lesson:

This lesson provides a brief answer to the questions concerning the meaning of tariff and tariff barriers, the functions and importance of such tariff barriers and the types of four types of duties

VII. Comprehensive questions:

1. What is a tariff?
2. What is an ad valorem duty?
3. What is a specific duty?
4. What is an alternative duty?
5. What is a compound duty?

Chapter 17 Non-Tariff Barrier

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn the purposes and functions of non-tariff barriers;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. purposes of tariffs and non-tariff barriers—restrict imports.
2. forms and functions of import quotas.
3. purposes and functions of foreign exchange control.
4. inexplicable delays of goods by customs official—to restrict imports.
5. other forms of non-tariff barrier—boycott, phony technical barriers, unnecessary health regulations.

IV. Background and terminology

1. balance of payments
2. quota
3. exchange
4. foreign exchange
5. rate of exchange
6. wartime emergency measure
7. Gold Standard
7. World War I

V. Language Points

1. not only...but also...
2. by means of
3. take the form of
4. Once
5. while
6. ...the demand for...
7. permit sb to do sth
8. in line
9. hold up
10. because of
11. as required
12. Should the Customs authorities decide to inspect thoroughly each item imported, rather than just a sample, there will always be horrendous delays.
13. in one way or another
14. exclude...from...

VI. Summary of the lesson

In establishing tariffs and quotas on imported goods and instituting exchange controls, a government has one or more basic purposes: to obtain revenue, to improve the country's balance of payments, to protect local industry, to provide greater freedom in domestic economic policy, or to support political goals. An exporter may find that the foreign country restricts imports not only by means of tariffs but also by quantitative restrictions. Some countries restrict imports by limiting the amount of "exchange", or foreign currency, available to pay for them. Sometimes the exporter finds that their goods are held up at foreign ports because of inexplicable delays by customs officials. These are the result of a deliberate government policy to restrict imports. Some foreign countries refuse to buy goods from a country or firm that displeases it in one way or another.

VII. Comprehension questions

1. What are the government's basic purposes in establishing tariffs and quotas on imported goods and instituting exchange controls?
2. In what way may a foreign country restrict imports?
3. Once the quota for the period has been filled, what will happen?
4. How many types of import quotas are in use today? And what are they?
5. What is the function of exchange control?

Chapter 18 Trade Fairs

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn the purposes and property of trade fairs;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. Some functions of participation in trade fairs---communications
2. What is a trade fair and some famous exhibition places.
3. Difference between industrial trade fairs and the daily common trade fairs.
4. Where the industrial fairs are held.
5. Some functions of trade fairs ---sales promotion.

IV. Background and terminology

1. trade fair
2. trade routes
3. China Export Commodity Fair
4. China International Exhibition Center

5. UIBE (University of International Business & Economics)
6. the general public
7. consumer goods
8. agent
9. distributor
11. promotion
- 12 China Export Commodity Fair
13. China International Exhibition Center
14. Richard Nixon

V. Language Points

1. participation
2. originate
3. specialize
4. make a point
5. occupy
6. It is the industry counterpart of the fairs that are still held on a regular basis in most towns and cities where the general public can buy meat, vegetables, fish, clothing, and other assorted consumer goods.
7. engage in
8. For the Chinese exporters, the trade fair is often the fastest and most effective way to introduce a product and to find out exactly what buyers think of it and what modifications, if any, are necessary.
9. attribute... to

VI. Summary of the lesson

One excellent way in which a firm can demonstrate its products, contact potential customers, agents, and distributors, and generally **get a "feel" of** a foreign market is participation in organized trade fairs that are periodically held around the world. The trade fair is a gathering at which manufacturers and traders can demonstrate their wares, meet each other, and secure orders. An important point to make is that these trade fairs, although they occasionally permit entry to the general public, are basically industrial trade fairs. Unlike the fairs held many centuries ago, today's industrial fair is usually housed in a modern exhibition building specially designed for the purpose and operated on a continuous basis by professional trade fair officials who themselves engage in the promotion of their services to would-be exhibitors. For the Chinese exporters, the trade fair is often the fastest and most effective

way to introduce a product and to find out exactly what buyers think of it and what modifications, if any, are necessary.

VII. Comprehension questions

1. In which way can a firm demonstrate its products, contact potential customers, agents, and distributors, and generally get a “feel” of a foreign market?
2. What is a trade fair?
3. What goods were sold at the trade fair in the old days and nowadays respectively?
4. Please name some famous trade fairs in China.
5. Basically, who are allowed to enter these trade fairs?

Chapter 19 The World Trade Organization

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn the history and development of the WTO;*
2. *To obtain some knowledge about the functions, structure and subordinate organizations of the WTO;*
3. *To gain insight into the new rules set up in the Uruguay Round;*
4. *To understand how the decisions are made in the WTO*
5. *To grasp the main idea and the structure of the text;*
6. *To master the usage of key special terms, words and phrases in this chapter;*
7. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. The creation of the WTO
2. WTO Agreements
3. WTO Functions
4. WTO structure

IV. Background and terminology

1. The World Trade Organization (WTO)
2. General Agreement on Tariffs and Trade (GATT)
3. trade negotiation; non-tariff measures
4. Uruguay Round

5. intellectual property
6. customs duty
7. trade dispute
8. General Council; Goods Council
9. Services Council
10. Intellectual Property Council
11. merchandise
12. antidumping
13. General Agreement on Tariffs and Trade (GATT)
14. The Second World War
15. Cancún, Mexico
16. Geneva

V. Language Points

1. .in the wake of
2. So while the WTO is still young, the multilateral trading system that was originally set up under GATT is well over 50 years old.
3. The past 50 years have seen an exceptional growth in world trade.
4. on average
5. GATT and the WTO have helped to create a strong and prosperous trading system contributing to unprecedented growth.
6. round .
7. abide by
8. review
9. run (to)
10. spell out
11. account for
12. ratify
13. Numerous specialized committees, working groups and working parties deal with the individual agreements and other areas such as the environment, development, membership applications and regional trade agreements.

VI. Summary of the lesson

The World Trade Organization came into being in 1995. It is the successor to the General Agreement on Tariffs and Trade (GATT) established in the wake of the Second World War. The past 50 years have seen an exceptional growth in world trade. You ensure that trade is as fair as possible, and as free as possible by negotiating rules and abiding by them. The WTO's overriding objective is to help trade flow

smoothly, freely, fairly and predictably. The WTO has nearly 150 members, accounting for over 97% of world trade. Around 30 others are negotiating membership. Decisions are made by the entire membership. This is typically by consensus. The WTO's top level decision-making body is the Ministerial Conference. Below this is the General Council (normally ambassadors and heads of delegation in Geneva, but sometimes officials sent from members' capitals) which meets several times a year in the Geneva headquarters. At the next level, the Goods Council, Services Council and Intellectual Property (TRIPS) Council report to the General Council. Numerous specialized committees, working groups and working parties deal with the individual agreements and other areas such as the environment, development, membership applications and regional trade agreements.

VII. Comprehension questions

1. When was the General Agreement on Tariffs and Trade established?
2. How has the world trade developed in the past 50 years?
3. How did GATT and the WTO help in the development of world trade?
4. What were the areas ever dealt with in trade negotiations?
5. What were the new rules created in the Uruguay Round?
6. What does a non-discriminatory trading system guarantee?

Chapter 20 What is Exporting

Time Arrangement: 3 hours

I. Learning Objectives

1. *To learn some basic knowledge about exporting;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. more choices for buyers
2. Exports speed up economic development and improve living standard.
3. Expansion and diversification into exports also leads to improvement in the level of science and technology.
4. Exports increase employment.
5. Low-cost labor factories in Hong Kong.
6. Exchange of surplus
7. The most important goal is the earning of profit.

IV. Background and terminology

1. trader's domain

2. vendee
3. the standard of living
4. comparative advantage
5. per capita income
6. labor-intensive industries
7. surplus
8. barter
9. revenue
10. Exporting and its Significance

V. Language Points

1. make a choice
2. to take(show/ have) a (keen/strong) interest in (doing) sth.= to be (keenly/strongly) interested in (doing) sth.
3. diversify
4. in terms of
5. know-how
6. stimulate
7. Many countries with small populations and very low per capita income find that they have the natural resources to produce particular product.
8. surplus; deficit
9. on a barter basis
10. Ultimately however, the most important goal is the earning of profit. If it fails, then the other objectives will also fail.
11. drain away
12. in the long run
13. in shortage of
14. destine

VI. Summary of the lesson

Exporting is merely an extension of trading to the customer living in another country. Governments take a keen interest in exports because they speed economic development and improve the standard of living of the people. Expansion and diversification into exports also leads to improvement in the level of technological "know-how". An important objective of exports is to seek a wider market than the limited home market. A country must achieve a surplus from the export of products that it is good at producing, so that it may import goods for which it has no comparative advantage. Many objectives have been cited for engaging in exporting, and the most important goal is the earning of

profit. Above all, the country, the company or the individual will benefit a lot by exporting. This seemingly simple question is not understood by all.

VII. Comprehension questions

1. Why is it highly important for the trader to expand his domain?
2. Why are governments strongly interested in exports?
3. What does successful exporting mean?
4. What is the significance of the competition in international markets?
5. Would you say a few words about the objectives of exports by giving your examples?
6. What would happen if the exporting industries are located in rural areas?

Chapter 21 Export Procedure

Time Arrangement: 3 hours

I. Learning Objectives

- *To understand the some important procedures related to export;*
- *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. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. Exporting is difficult.
2. Making a right offer/quoting a right price.
3. Selecting the right mode of transport and choosing the terms of delivery.
4. Forming a contract, including the terms of delivery.
5. Packing and marking of goods and buying insurance.
6. Choosing the right terms of payment
7. Export financing

IV. Background and terminology

1. home market
2. inquiry
3. mode of transport
4. terms of delivery
5. terms of payment
6. make an offer
7. quote to state (a price) for securities, goods, or services
8. defaulter
9. Letter of Credit

V. Language Points

1. deal
2. quote
3. to charge
4. Mode of transport
5. They also make it clear who has responsibility for the goods if anything happens to them.
6. crush
7. apart from
8. The vessel carrying the goods may sink or be badly damaged so that some goods have to be thrown overboard.
9. recoup
10. agree on.
11. for a start

12. make out
13. It's no good an exporter obtaining a large order if he can't fulfill it.
14. bear in mind
15. in advance of
16. conduce (to)

VI. Summary of the lesson

As soon as an exporter receives an **inquiry** about his product, he **quotes** the customer a certain price. Selecting the right **mode of transport** is vital for an exporter. He will need to consider the **terms of delivery** of the particular contract. Goods should be well-packed and clearly marked so that they are not easily crushed or lost in transit. It is vital that an exporter understands and uses insurance so that these risks are minimized and he can recoup at least some of his losses. It is important to agree on the terms of payment. He must check that he has the necessary cash to finance the contract—bearing in mind that he may not receive payment for the goods until some time in the future. The exporter must be able to time his **cash inflows** so that he remains solvent while fulfilling the contract.

VII. Comprehension questions

1. What difficulties can you imagine in doing exporting?
2. What does an exporter do when he receives an inquiry?
3. Why is it vital for an exporter to select the right mode of transport?
4. What should an exporter do when he quotes a price for a product?
5. In what condition can a contract be formed?
6. What does the contract include usually?

Chapter 22 Export Product

Time Arrangement: 3 hours

I. Learning Objectives

1. *To gain insight into export products*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. to satisfy the wants of the buyers.
2. product and product line
3. Product mix and its strategies

IV. Background and terminology

1. the product mix
2. product line
3. generic name
4. product expansion
5. product contraction
6. product alteration

V. Language Points

1. saleable:
2. conceive
3. function
4. to be adapted for/to adapt oneself to
5. intended
6. tangible
7. to provide ...with...
8. "To come up with
9. to lie in
- 10.intended for
- 11.at any given time
12. assortment
13. to thin out
14. alternative

VI. Summary of the lesson

The first step in shaping or making a product to suit customers is to arrive at an understanding of how buyers conceive a product. To produce a new product an exporter does not have to come up with revolutionary new developments. His best chance of success lies in an important distinction between product and product line. The product mix is the full list of all products offered for sale by a company. There are several product mix strategies to be applied. The first strategy is product expansion, which means that a company may elect to expand its present products. The second strategy is product contraction. This product strategy is to thin out the product mix either by eliminating an entire line or by simplifying the assortment within a line. The shift from fat and long lines to thin and short lines is designed to eliminate low-profit products and to get more profit from fewer products. The third strategy is product alteration.

VII. Comprehension questions

1. What is the primary approach in making a product to fit customers?
2. What does "a product" mean?



3. What is a "product line"?
4. What is the purpose of changing a physical feature of a product?
5. What does "product mix" mean?
6. Can you give some examples of the product mix strategies?

Chapter 23 Export Marketing

Time Arrangement: 3 hours

I. Learning Objectives

1. *To be fully aware of the necessity of export marketing and communications;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

10. the definition of exporting
11. many variables in exporting
12. exporting to meet the needs of customers

IV. Background and terminology

1. customer satisfaction
2. **physical distribution**
Transportation and storage
3. **end user**
4. **marketing channel**

5. marketing mix
6. product presentation
7. publicity styling
8. packaging
9. intermediary
12. Maslow's Hierarchy of needs

V. Language Points

1. be conscious of
2. Theaters sell entertainment, insurance companies sell financial protection against future loss, and ideas urging action can be sold, too.
3. Exporting is the process of providing the right product, in the right place, at the right time, at the right price.
4. This is a good definition as anyone cannot agree on a single definition.
5. Perhaps the main reason why people find exporting so difficult to define is because there are so many variables in the marketing mix.
6. encompass:
7. maximize
8. These variables include product, presentation, publicity, physical distribution, price and channels.
9. rather than
10. stimulate
11. to take account of sth. /to take ...into account
12. intermediary
13. to be concerned with
14. to be oriented to

VI. Summary of the lesson

Exporting is the process of providing the right product, in the right place, at the right time, at the right price. There are many variables in exporting. We can alter them in order to achieve the best marketing. These variables include product, presentation, publicity, physical distribution, price and channels. Exporting means being concerned with people and their needs. That is, being oriented to the needs of customers rather than the needs of products. It is important to know what the customer needs and what will please him, and when and how his needs are changing, because we must be ready to change our product in the same way.

VII. Comprehension questions

1. How do you define the word "exporting"?
2. Do you agree that everybody is or will be selling? Why?
3. What is the purpose of marketing?
4. There are many variables in exporting. What do they include?
5. What is the purpose of publicity?
6. What are the main variables in the marketing mix?

Chapter 24 Export Marking

Time Arrangement: 3 hours

I. Learning Objectives

1. *To have a good understanding of the roles of export marking and documentation*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III Main points of the text

1. What's the significance of export marking?
2. The most important one is shipping mark agreed upon by the both parties.
3. The marks of origin
4. The corrective mark of origin
5. marks about special handling

IV. Background and terminology

1. export marking
2. commercial practice
3. marks of origin
4. port of destination

5. country of origin
6. shipping mark
7. consignee
8. the compulsory mark of origin
9. the corrective mark of origin

V. Language Points

1. be (closely)related to
- 2 for the purpose of h
3. facilitate
4. pick out
5. single out
6. remove
7. so as to
8. to aid (in doing something)
9. agree (up)on
10. conspicuous
11. impose
12. compare with
13. in the case of:
14. apply to

VI. Summary of the lesson

Selecting the proper package is closely related to export marking. For the purpose of aiding the exporter and importer in handling packages in accordance with the best commercial practices, a scientific marking policy to cover all shipments must be adopted. The most important one is shipping mark agreed upon by the both parties. The exporter, while marking the package , must ensure that the goods being shipped abroad have the required marks of origin. In the case of goods which require to be specially handled, such instructions are always expressed on the package in words such as "This Way Up", "Keep Away From Heat", or in the form of internationally recognized symbols.

VII. Comprehension questions

1. Which is the most important one of all the marks?
2. What should a shipping mark be like?
3. What simple design does shipping mark usually have?
4. Where is shipping mark always shown?
5. What's the compulsory mark of origin?
6. What is the corrective mark of origin?

Chapter 25 Export Communications

Time Arrangement: 3 hours

I. Learning Objectives

1. *To realize the significance of contracts in export;*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III Main points of the text

- 1 The meaning of export communications
2. steps in export communications
3. Sales literature-one of the media
4. Newspapers-one of the media
5. Advertisements on TV

IV. Background and terminology

1. export communications
2. sales-oriented: sales-focusing
3. target market
4. advertisement
5. publicity
6. sales channels (marketing channel)
7. Purchasing power

8. target audience
9. target consumer
10. sales literature
11. price list
12. mass media
13. Global Average Purchasing Power
14. Marketing channel/sales channel

V. Language Points

1. Now we consider how to hit the target market surely and effectively —how to communicate with it so that the market knows about your products.
2. The words used in talking about export communications can be very confusing, so we have to clarify what we mean by some of those terms.
3. Export communications means all the ways of sending sales-oriented messages to the people in the foreign market we wish to influence the target audience.
4. range from...to...:
5. for the sake of
6. count
7. define
8. specialized
9. slant
10. has tremendous advantage over sb
11. in other words

VI. Summary of the lesson

Now we consider how to hit the [target market](#) surely and effectively —how to communicate with it so that the market knows about your products. The first step in planning effective export communications is to identify your target audiences — the people who really count in achieving your goals. Once you have decided on your target audiences, you then have to find the best media and techniques to reach them economically, and in the most suitable way. [Sales literature](#)

is printed material containing information about your product or your company. Newspapers may be daily, weekly or, more rarely, monthly. Advertisements on TV combine the advantages of visual movement and spoken language. People don't just come to you. In other words you have to go out and create a demand for your product.

VII. Comprehension questions

1. What does "exporting communications" mean?
2. What is the purpose of advertisement?
3. What does "publicity" mean in the world of marketing?
4. How do you understand the term "sales literature"?
5. What is the disadvantage of the newspaper as a means of advertising?
6. What are the characteristics of advertisements on TV?

Chapter 26 Export Documentation

Time Arrangement: 3 hours

I. Learning Objectives

1. *To know how to price in export in the right way*
2. *To grasp the main idea and the structure of the text;*
3. *To master the usage of key special terms, words and phrases in this chapter;*
4. *To conduct a series of listening, speaking, reading, writing and translating activities concerned with the theme of the chapter.*

II. Approaches

1. Warming-up: brainstorming
2. Explanation: new terms
3. Paraphrasing: key words and expressions
4. Discussion: important issues
5. Translation: key sentences
6. Summarizing: key passages
7. Questions and answers: interaction between the teacher and students

III. Main points of the text

1. Domestic business and export business both need some documents
2. Preparing the correct documents to cover an export shipment is considered by many to be very demanding.
3. The documents can be divided into three kinds.
4. The documents known as export or shipping documents are required for multiple purposes.
5. Although no international standards for documents, there are many established traditions and practices.

IV. Background and terminology

1. Commercial Invoice
2. Certificate of Origin
3. Documentary Credit
4. cargo insurance and claims

5. Mate's Receipt
6. export documents
7. bill of lading
8. to cover an export shipment
9. trade association
10. commercial documents
11. shipping documents
12. import duty
13. plant disease
14. symbolic delivery
15. physical delivery

V. Language Points

1. documents;documentation
2. demanding
3. confiscate
4. in an attempt to do something
5. weed out
6. be divided into
7. spell out
8. in relation to
9. play a(n) (important) role in
10. contingency
11. clear
12. creep in
13. sloppy

VI. Summary of the lesson

In exporting, it is necessary for each export shipment to be accompanied by a variety of documents. The only difference between the two lies in the documentation. Preparing the correct documents to cover an export shipment is considered by many to be very demanding. The documents can be divided into three kinds. The first kind is legal documents such as contract or licenses; the second kind is commercial documents such as commercial invoice or certificate of origin; and the third one is shipping documents such as bill of lading, mate's receipt

and so on. The documents known as export or shipping documents are required for multiple purposes. Although no international standards for documents, there are many established traditions and practices.

VII. Comprehension

1. What's the difference between domestic and export business?
2. What if the information is found to be false?
3. What should exporters do in order to reduce the error rate?
4. How many kinds can the documents be divided into? What are they?
5. What are the purposes of exporting or shipping documents?
6. What must exporters be familiar with when they intend to export goods to foreign countries?

Chapter 27 Export Contract

Time arrangement: 3 hours

I. Objectives

By the end of the chapter, students should have some ideas about

- The export contract
- The importance of the export contract
- The functions of the contract
- Some new words and special terms related to the contract
- Clauses used in the contract

II. Approach

- Warming up: new words and special terms about the contract
- Paraphrasing: major words and sentences
- Questions and answers

- Discussion: ideas about the contract
- Translation: key sentences.
- Summarizing: the text

III. Main points of the text

1. Quoting a price for your product is a vital part of the business process.
International trade.
2. The risks of quoting a price
3. The functions of the contract
4. The content of the contract

IV. Background and terminology:

- A. To quote a price for your product
- B. Business process
- C. To bind the contracting parties
- D. Exchange promises
- E. Contractual terms
- F. Legal obligation

V. Language points:

- A. Enmeshed
- B. Defy
- C. Trap
- D. Hidden
- E. Convert
- F. Means
- G. Underestimate
- H. Define
- I. Render
- J. Deteriorate
- K. To convert ... into...
- L. To view... as
- M. Appropriate to(/for)

VI. Summary of the Text

Quoting a price for your product is a vital part of the business process, but there may be many traps for the unwary exporters and 'hidden' costs that exporter should always be on the look out for. We all know that business would be impossible if there is no agreement or contract

to bind the contracting parties. When an agreement is reached, a contract is formed, which creates legal obligations enforceable by law. The contracts should be carefully prepared to avoid ambiguity and possible future conflicts because it is the only document between the parties to which they may refer for clarification of mutual responsibilities, resolution of disputes, in the event of disagreement.

VII. Comprehension Questions

1. What is the significance of a contract in a business process?
2. What risks may there be in exporting?
3. What is the form of a contract?
4. How would you prepare a contract before you want to sign a contract with your customer?

Chapter 28 Export Pricing

Time arrangement: 3 hours

I. Objectives

By the end of the chapter, students should have some ideas about

- The pricing
- The importance of price setting
- The long-term and short term objectives before price setting
- The factors that affect the pricing
- Some new words and special terms related to the pricing
- Prepositional phrase

II. Approach

Warming up: new words and special terms about the pricing

- Paraphrasing: major words and sentences
- Questions and answers

- Discussion: ideas about the price setting
- Translation: key sentences.
- Summarizing: the text

III. Main points of the text

1. Pricing is a complex and generally unscientific activity in most firms.
2. Two pricing objectives
3. The details of the price setting
4. The consumer is the final controller the price.

IV. Background and terminology:

- A. Market share
- B. Annual budgets
- C. Sales volume
- D. Competitive prices
- E. Executive salaries
- F. Domestic price
- G. Trial and error
- H. Property tax
- I. Variable cost

V. Language points:

- A. Trial
- B. Calculation
- C. Combination
- D. Pulse
- E. Concerned
- F. Volume
- G. Domestic
- H. Meticulous
- I. Variable
- J. Executive
- K. Regardless of
- L. On top of
- M. To be involved in
- N. As for
- O. In advance

VI. Summary of the Text

Pricing is a complex and generally unscientific activity in most export

firms. Actually price is the amount of money that is needed to acquire some combination of a product and its accompanying services. Before determining the price the management should decide on its pricing objectives. Usually, price setting relates to product costs, market demand and competitive prices, but whether or not you can export your products abroad, the foreign consumer is always the final controller of your price.

VII. Comprehension Questions

1. What does "price" mean? Give your definition according to the text?
2. What can effect the price setting?
3. What is fixed cost?
4. What is variable cost?
5. What should the management do before determining the price?

Chapter 29 Money

Time arrangement: 3 hours

I. Objectives

By the end of the chapter, students should have some ideas about

- The money
- The functions of money
- The development of money in history
- The different forms of money
- Some new words and special terms related to money
- Adverbial clause

II. Approach

Warming up: discussion of new words and special terms about the money

- Paraphrasing: major words and sentences
- Questions and answers on the text
- Class discussion: ideas about the money
- Translation: key sentences.
- Summarizing: the text

III. Main points of the text

1. As everybody knows, money is a measure of value and a medium of exchange.
2. Definition of money.
3. Explanations of coins, paper money and cheques
4. The role of the note-issuing country to keep its value

IV. Background and terminology:

- A. A measure of value
- B. A medium of exchange
- C. Barter
- E. Gold currency
- F. Paper currency
- G. Faith money
- F. Token coins
- I. Reserves

V. Language points:

- A. Medium
- B. Alternative
- C. Cumbersome
- E. Note
- F. Precious
- G. Clip
- H. Supersede
- I. Fluctuate
- J. Token
- K. Circulate
- L. To agree to do something
- M. To be made from
- N. To file something down
- O. To depend on something
- P. To fall back on

VI. Summary of the Text

As everybody knows, money is a measure of value and a medium of exchange. We use money to pay for what we want. For thousands of years, first coins and then paper currency are issued by governments and backed by their own guarantee. Cheques are sometimes used as money, but they do not circulate much. Money usually maintains its value in the financial world as long as there is the faith and confidence of the outside world in the ability of the note-issuing country to produce and export sufficient goods to be able to pay for the value of all imported goods.

VII. Comprehension Questions

1. How do you define money?
2. Why do governments issue currency notes and metallic token coins?
3. Under what circumstances will paper money maintain its value?
4. In order to avoid temporary embarrassment, what will a country do?

Chapter 30 The Story of Banking

Time arrangement: 3 hours

I. Objectives

By the end of the chapter, students should have some ideas about

- The banking
- The importance of banking
- The history and development of banking
- The features of banking
- Some new words and special terms related to banking
- Participle phrase

II. Approach

Warming up: new words and special terms about the banking

- Paraphrasing: major words and sentences
- Questions and answers on the text
- Discussion: ideas about the banking
- Translation: key sentences
- Summarizing: the text

III. Main points of the text

1. Money lending was practiced for centuries before it became one of the main features of banking.

2. The history of banking
3. The functions of banking
4. The old practice of banking

IV. Background and terminology:

- A. Christian era
- B. Mediterranean world
- C. Lombard Street
- D. Receipt
- E. Bank note

V. Language points:

- A. Feature
- B. Debtor
- C. Creditor
- D. Coinage
- E. Bullion
- F. Procedure
- G. Despise
- H. Absorb
- I. Depositor
- J. Prosperity
- K. In addition to
- L. On one's behalf
- M. Owing to

VI. Summary of the Text

Money lending was practiced for centuries before it became one of the main features of banking. One of its early functions was to provide merchants and traders, who deposited their money, with the banker's documentary guarantee or promise to pay money on their half. Rich merchants deposited coin, bullion and valuables in the goldsmiths' strong rooms, and agreed to pay a small charge. In return they were given receipts, called "goldsmiths' notes" and these receipt notes could be negotiated by endorsement to a third party. Then the depositor would write on the back, 'Pay to...' sign it and then hand it to one of his creditors, who could claim payment from the goldsmith.

VII. Comprehension Questions

1. What are features of banking?
2. Where does the term 'bank' come from?
3. What were the functions of the deposit banking?
4. Where and when did the first bank come into being in China?

Syllabus for Commercial English

Chapter 31 Documentary Collection

I. Objectives

- A. To gain an understanding of collection
- B. To gain an understanding of documentary collection
- C. To learn what a draft is and how it operates
- D. To gain an understanding of how collection operates
- E. To explore the difference between documents against payment and documents against acceptance
- F. To learn relevant words, expressions and structures

II. Approach

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text

- A. 1. Documentary collection is a means of ensuring that the goods are handed over to the
buyer when the draft is paid or when the draft is accepted.
- 2. Payment by a draft was the most popular means of payment before a letter of credit was
introduced.
- B. 1. Collection does not use a bank's credit.
- 2. A draft plays an extraordinary role in documentary collection
- 3. A draft is an unconditional order, requiring the person to whom it is addressed to pay on
demand or at a fixed or determinable future a sum certain in money to

order or to the

bearer.

4. The three parties involved in the operation of a draft, the drawer, or the exporter, the

drawee, or the importer, and the payee, usually the bank.

C. 1. How documentary collection operates.

2. Documents against payment and documents against acceptance

3. Risks to be run when documents against acceptance is employed

D. 1. Factors one should consider when deciding whether to employ documentary collection

IV. Background and terminology

collection

documentary collection

draft, or bill of exchange

time draft

sight draft

on demand

to order

on sight

a letter of credit

V. Language points

ensure

assure

bearer

get hold of

make out

act on

pick up

dishonor

Difficult sentences

VI. Summary

VII. Comprehension questions

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Chapter 32 Documentary Credit

I. Objectives

- A. To gain an understanding of documentary credit and its unique feature
- B. To find out why documentary credit developed
- C. To gain an understanding of how the documentary credit operates
- D. To learn relevant words, expressions and structures

II. Approach

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text

- A. Although cash payment is ideal, the most widely used method is payment by documentary credit, where a bank's credit is adopted.
- B. How documentary credit operates.
- C. 1. Documentary credit is the product of international business and the development of world business is an immense impetus to the evolution of documentary credit.
2. Technological advance in banking, transportation and telecommunications makes possible the worldwide acceptance of credit operations.
3. The unique and characteristic feature of the documentary credit is the bilateral security it offers to both exporter and importer.

IV. Background and terminology

- open account
- credit
- documentary credit

V. Language points

- beyond one's control
- part with
- bottleneck
- wish for

in essence
conform to
set for
make use of
expertise

Difficult sentences

VI. Summary

VII. Comprehension questions

Chapter 33 The Story of Transport

I. Objectives

- A. To gain an understanding of transport
- B. To find out how transport developed
- C. To get familiar with the factors one should take into account when arranging transportation
- D. To learn relevant words, expressions and structures

II. Approach

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text

- A.
 - 1. Transport is the carriage of passengers and merchandise by road, rail, air and water.
 - 2. Good transport is vitally important in commerce.
 - 3. Transport costs are always increasing
- B. Transport developed with new methods of large-scale production, and with technology
- C.
 - 1. Today the new sailing routes and large-sized containers or super-tankers are used to save the costs.
 - 2. Foreign trade gains a tremendous impetus from the development of transport.
- D. The main factors shippers consider when arranging cargo freights are the nature of the goods to be shipped, the convenience of handling methods, the time factor and the reliability of the carrier, and the sea carriage risks involved.

IV. Background and terminology

transport
carriage
commerce
commodity
tax
insurance

renewal cost
the Suez Canal
crew propeller
steamer
sailing ship
breakers' yard
sailing route
container
super-tanker
the Arab-Israeli War of 1967
navigation
refrigeration vessel
cargo
freight

V. Language points

inland
turbine
impetus

Difficult sentences

VI. Summary

VII. Comprehension questions

Chapter 34 Ocean Freight

I. Objectives

- A. To gain an understanding of ocean transport
- B. To gain an understanding of its advantages and disadvantages are
- C. To get familiar with the factors one should consider when arranging a shipment
- D. To learn relevant words, expressions and structures

II. Approach

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text

- A. Ocean freight is the most widely used form of transportation in international trade as well as the most efficient form in terms of energy.
- B. The factors that should be considered before a shipment is made, like distance, carrying capacity, etc.
- C. Things that should be done to ensure safe transport, like handling, packing, etc.
- D. 1. Factors like cost, safety and speed should be considered in combination.
2. The importance of the factors varies with the nature of the goods to be shipped.

IV. Background and terminology

ocean freight
ocean transport
ocean shipping
deliver
carrying capacity
ocean-going vessel
carrier
direct steamer
transshipment

V. Language points

in terms of

have a bearing on

economical

see to it that ...

insist on

superior to

Difficult sentences

VI. Summary

VII. Comprehension questions

Chapter 35 Air Transport

I. Objectives

- A. To gain an understanding of air transport
- B. To gain an understanding of its advantages and disadvantages
- C. To learn something about an air waybill
- D. To explore the difference between a marine bill of lading and an air waybill
- E. To learn relevant words, expressions and structures

II. Approach

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text

- A.
 - 1. Air transport is the most recent form of transportation for the exporter.
 - 2. Air transport has two prominent advantages of speed, and freedom from topographical obstacles.
 - 3. Other features of air transport include its security or smaller risks relatively simple packing.
- B. Outstanding disadvantages of air transport such as high cost of service, and limited carrying capacity.
- C. The most important document in air transport – air waybill

IV. Background and terminology

the Wright brothers
voyage
premium
customs duty
carrying capacity
tariff
consignee
air waybill
carrier
shipper
cargo agent
a straight bill

dispatch
original
copy

V. Language points

common place
have advantages over
obstacle
free from
barrier
tie up
valuable
the hours of darkness
feasible
alternative
associated with
assess
comprise
subject to
as a general rule
authorize
position

Difficult sentences

VI. Summary

VII. Comprehension questions

Chapter 36 The Story of Insurance

I. Objectives

- A. To gain an understanding of insurance
- B. To learn something about its history
- C. To explore its development
- D. To learn relevant words, expressions and structures

II. Approach

- A. Warm up: brain storming
- B. Explanation: new terms and language points
- C. Paraphrasing: key words and phrases
- D. Discussion: important issues
- E. Translation: key sentences
- F. Questioning: interaction between the teacher and students
- G. Summarizing: key passages and the whole text

III. Main points of the text

- A. Insurance has a long history.
- B.
 - 1. Modern marine insurance originated in Britain, and London is still the centre of the insurance world.
 - 2. Due to the high risks and huge compensation from piracy and natural disasters, syndicates of 'underwriters' are formed.
- C.
 - 1. Marine insurance is the oldest form of insurance.
 - 2. Poorly paid, badly treated, and constantly exposed to danger of being drowned, captured, or sold as slaves, seamen began to insure themselves either for a year or for the duration of a voyage
- D.
 - 1. Lloyd's has always been outstanding in the insurance world.
 - 2. In China People's Insurance Company of China is the most reputable and well-established insurance body.

IV. Background and terminology

insurance
shipping insurance
the Lombards
policy
underwriter
underwrite

undersign
Great Fire of London
merchant insurer
insure
cover
Lloyd's
People's Insurance Company of China (PICC)

V. Language points

trace back to
charter
compensate
at sea
subscription
merchant
piracy
syndicate
in the hands of
stimulus
facility
ransom
claim
for short
mushroom

Difficult sentences

VI. Summary

VII. Comprehension questions