

<<商务英语专业本科生系列教材>>

图书基本信息

书名：<<商务英语专业本科生系列教材>>

13位ISBN编号：9787544616720

10位ISBN编号：754461672X

出版时间：2011-3

出版时间：上海外语教育出版社

作者：龚龙生 主编

页数：235

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<商务英语专业本科生系列教材>>

内容概要

“新世纪商务英语专业本科系列教材”是国内首套按照《高等学校商务英语专业本科教学要求》（试行）编写的商务英语专业教材。教材以现代外语教育理念和教材设计理论为指导，结合商务英语语言和教学的特点，融合多年商务英语教学实践，由国内知名外语教学专家和长期从事商务英语教学的教授共同参与，联袂打造。

体现《教学要求》的培养目标，强调打好扎实的语言基本功，兼顾商务专业素质与人文素养的同步提升。

编排和选材注重学生正确世界观和道德观的形成，注重思维能力、创新能力和跨文化交际能力的培养。

语言、文化与商务有机融合，注重商务英语技能和商务专业课程的合理衔接。学习任务设计丰富多样，有助于训练学生交际能力、自主学习能力和合作学习能力。

单元紧扣社会热点话题，难度合理递增，选文思想内涵深刻，可读性强，充分反映经济全球化时代的特点。

为教学提供多媒体资源，丰富的视频材料可增加语言学习的趣味性和输入的有效性，调动学生课堂参与的积极性；主干教程配套电子教案，方便实用，充分满足个性化教学需要。

《商务英语口译》共分四个板块：国际贸易、金融市场、商务管理和商务沟通，共16个单元。教师手册包括个单元的练习参考答案以及教学目标、课堂小贴士、补充知识三部分，方便教师教学。

<<商务英语专业本科生系列教材>>

书籍目录

- Module 1 International Trade
 - Unit 1 Inquiry, Offer and Counter-offer
 - Unit 2 Price and Payment
 - Unit 3 Transportation and Shipment
- Module 2 Financial Market
 - Unit 4 Stock Market
 - Unit 5 Banking
 - Unit 6 Insurance
 - Unit 7 Investment
 - Unit 8 Financial Instruments
- Module 3 Business Management
 - Unit 9 Human Resources
 - Unit 10 Supply Chain Management
 - Unit 11 Marketing and Sales
 - Unit 12 Business Administration
 - Unit 13 Risk Management
- Module 4 Business Communications
 - Unit 14 Business Negotiation
 - Unit 15 International Business Culture
 - Unit 16 Public Relations

章节摘录

The price of the commodity refers to its unit price. Besides, the exporter, when quoting a commodity, has to include in the price the other three items, i.e. the kind of currency, the measurement unit, and the price terms. It is apparent that the specified measurement unit and the kind of currency have to be mentioned, because different countries use different systems of measures and weights and different currencies. Price terms or trade terms are used for the purpose of making clear the method of delivery, charges, responsibilities and risks of a transaction between the exporter and importer. Price terms have been developed by international mercantile custom and to a certain extent standardized. They are sometimes interpreted differently in various countries. To avoid misunderstanding, the exporter, when referring to a trade term, may adopt one of the standard sets of export trade terms such as Incoterms suggested by the International Chamber of Commerce. Among the price terms, FOB, C&F, and CIF are the most commonly used ones. Free on Board (FOB) "Free on Board" means that the seller delivers when the goods pass the ship's rail at the named port of shipment. This means that the buyer has to bear all costs and risks of loss of or damage to the goods from that point. The FOB term requires the seller to clear the goods for export. This term can be used only for sea or inland waterway transport. Cost and Freight (C&F)

.....

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>