

上海市高等教育自学考试
商务英语专业（独立本科段）（B050218）
外贸英语会话（5958）
自学考试大纲

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I、课程性质及其设置的目的和要求

一、本课程的性质与设置的目的

“外贸英语会话”是高等教育自学考试商务英语专业（独立本科段）的必考课，是为提高自学应考者在进出口业务谈判中英语口语能力的实践课。设置本课程的目的使已具有一定商务英语水平的自学应考者把已掌握的英语听说读写译的基本功和进出口实务知识综合运用于外贸业务谈判中，使自学应考者在将来的工作中能做到学以致用。

二、本课程的基本要求

在高等教育自学考试商务英语专业（独立本科段）必考课程中，“外贸英语会话”占4个学分。本课程的基本要求是：熟悉和掌握指定教材内容，努力提高商务谈判中英语听说译的能力。鉴于考生来自不同工作岗位和教育背景，英语水平参差不齐，课程又以自学为主，所以在学习本课程之前或期间，建议考生应学习相关外经贸专业知识及专业英语词汇、术语等。

三、与相关课程的联系

本课程是一门专业英语课程，各种基础英语课程及“进出口贸易实务”是本课程的先修课程。其他专业英语课程，如“进出口英语函电”、“商务英语阅读”、“外经贸应用文”等与本课程密切相关，使考生从不同角度和层次对英语在对外经济贸易领域的运用有一个较全面的、多维的了解。

II、课程内容与考核目标

根据本课程性质与学习目的对各个单元的学习作以下安排：

第1单元 机场迎接

一、学习目的和要求

通过学习，使学生掌握机场迎接等所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地迎接外商及向外商介绍城市、酒店等的目的。

二、课程内容

1. 有关机场寒暄的表达方式。
2. 有关互相介绍的表达方式。
3. 有关行程安排的表达方式。
4. 有关城市、酒店介绍的表达方式。

三、考核知识点

1、词汇：

corporation, to tie up, regard, formality, uneventful, turbulence, crisp, inquire, jet lag, limo, schedule, reserve, suite, to look forward to, municipality, county, financial, commercial, confirm, instruction, oriental, to set up, to pull up, reception

2、句式：

- 1) Mr. Wang asks me to come and meet you, because he was unexpectedly tied up this morning.
- 2) He is very eager to meet you, and sends his warmest regards.
- 3) And please feel free to call me John. I'm not big on formalities.
- 4) This one was uneventful, except for a little turbulence now and then.
- 5) In fact, I feel as crisp as a new dollar bill.
- 6) It's very nice of him, but truthfully I'd rather just have a good rest tonight in the hotel to overcome the jet lag.
- 7) I've been looking forward to this visit, and I'm really happy to be here.
- 8) I'll pick you up at the hotel at 9:30.
- 9) I'd be happy to show you around.
- 10) I have instructions not to mix pleasure with business on this trip.
- 11) After a while, the limo pulls up at the gate of the hotel.

四、考核要求

- 1、识记：机场寒暄、互相介绍、行程安排、城市及酒店介绍的相关词汇。
- 2、领会：有关机场寒暄、互相介绍、行程安排、城市及酒店介绍的对话、篇章。
- 3、简单应用：按所给要求进行有关机场寒暄、互相介绍、行程安排、城市及酒店介绍的表达。
- 4、综合应用：参与机场迎接外商及陪同外商的外事任务。

第2单元 介绍企业

一、学习目的和要求

通过学习，使学生掌握介绍企业的词汇、短语、句型，以达到运用英语口语流畅地向外商介绍企业的目的。

二、课程内容

- 1、介绍公司历史的表述。
- 2、介绍公司经营范围的表述。
- 3、介绍企业发展动态的表达方式等。

三、考核知识点

1、词汇：

supplier, to keep an eye on, specialize, oil-drilling equipment, line, export, be

warmly received, conclude, substantial, explore, off-shore, incorporate, advanced, terms, favorable, catalogue, detailed, initial, manufacture, appliance, range, impressive, expand, access, globalization, essential, leading, sector, domestically, plant, overseas, share

2、句式:

- 1) We are a manufacturer of household appliances.
- 2) We are the leading exporters of garments in China.
- 3) We are the China National Textiles Import and Export Corporation, with our headquarters in Beijing.
- 4) Our company was established in 1985.
- 5) We have about 1,000 employees.
- 6) Our sales volume was about 50 million dollars annually.
- 7) We developed a new assembling system.
- 8) Let me show you around our factory.
- 9) Our products are less expensive but higher in quality.
- 10) The machine is durable / small and light/easier to use.
- 11) What do you think (of it)?
- 12) What interests you most?
- 13) I'm interested in your new products.
- 14) Here're some handouts that give a brief introduction our products. Please take a look.

四. 考核要求

- 1、识记: 介绍企业的相关词汇。
- 2、领会: 介绍企业时需涵盖的方面和内容。
- 3、简单应用: 按所给要求表达有关介绍企业的句子。
- 4、综合应用: 参与和翻译有关介绍企业的商务沟通。

第3单元 参观交易会

一、学习目的和要求

了解在交易会上见面时基本问候、打招呼用语。熟练表达对交易会的感受和印象。熟练地向来访者介绍本公司在交易会上参展的产品。

二、课程内容

- 1、见面时打招呼用语;
- 2、对交易会的感受和印象;
- 3、向来访者介绍本公司产品。

三、考核知识点

- 1、词汇:
fair, participate, decorative, kitchenware and tableware, available, booth, on

display, attend, commodity, damp-proof, to be made of, environmentally friendly

2、句式

- 1) I'm very glad to meet you at the Fair.
- 2) I would be pleased to accompany you to the exhibits.
- 3) Will you show me around this exhibition?
- 4) I think I'd better go around the exhibition hall first.
- 5) I am invited to attend the Guangzhou Fair by a local company of yours.
- 6) There are lots of commodities which greatly interest me.
- 7) You certainly have a great variety of goods on display.
- 8) Our home textiles are made in a great variety of colors.
- 9) Our products have met with a warm reception in many countries.
- 10) We have many patterns and shades for you to choose from.

四、考核要求

- 1、识记：熟练一些常见产品的英文名称。
- 2、领会：基本打招呼用语，介绍产品、表达对交易会印象的重要句型。
- 3、简单应用：介绍特定产品，描述对一般交易会的感受和印象
- 4、综合应用：按情景/要求描述对某一特定交易会及某些产品的印象，向来访者介绍某些特定产品。

第4单元 询价

一、学习目的和要求

了解询价的基本内容和流程，熟练掌握询价的技巧，掌握常用词汇及句型。如：询问产品的质量、交货期、付款方式等；请求对方提供产品目录、价目表、样品及表达感谢等句型。同时，若作为卖方，对于对方的询价应能灵活、正确地应对。

二、课程内容

- 1、了解询价的基本内容；
- 2、针对具体问题提出询问或要求；
- 3、能灵活、正确地应对询价；
- 4、表达感谢。

三、考核知识点

1、词汇：

inquire /enquire about, import, export, be interested in, purchase, sample, latest catalogue, brochure, price list, supply, quotation, appreciate

2、句式：

- 1) May I know the main items you export?
- 2) Will you please give me an introduction to your products?
- 3) What else do you handle besides office equipment?

- 4) We are considering buying a large quantity of raisin.
- 5) We have a great interest in your chinaware.
- 6) We are experienced importers of sports shoes.
- 7) What products do you want to purchase this time?
- 8) Which items do you think might have a chance in your market?
- 9) Our printed pure silk fabrics have met with/have won a warm reception in many countries.
- 10) We have been in the line of textiles for many years.
- 11) Please quote us your lowest price for road construction equipment.
- 12) I'd be glad to have your quotation, please.
- 13) Demand exceeds supply for the present market.
- 14) As soon as our supply position improves, we will cable you.
- 15) We are quite sorry that we are now unable to supply what you require.
- 16) Our commodities have found a firm footing in the international market.

四、考核要求

- 1、识记：询价的基本内容及相应的英文表达。
- 2、领会：关于询价及对询价应对的重要句型。
- 3、简单应用：针对具体要求能恰当地进行询价，如询问信息、索取相关资料、提出礼貌的请求、表示感谢等。
- 4、综合应用：按情景/要求进行询价及对对方询价的灵活应答。

第5单元 规格

一、学习目的和要求

了解特定产品的规格并能用英语正确、流利地表述出来，熟悉常用句型，掌握常用词汇及重要句式。如：对特定产品规格的描述；介绍替代产品；对新产品性能的描述等。

二、课程内容

- 1、对特定产品规格的描述；
- 2、对某特定规格的产品感兴趣；
- 3、介绍替代产品；
- 4、对新产品性能的描述。

三、考核知识点

1、词汇：

specifications, to be /go out of date, according to one's requirements, best quality/ first-rate quality, to enjoy a good reputation, decoration, durable, style-conscious, to attach importance to something, to distinguish from, to rest assured that...

2、句式：

- 1) I'd like to know if you could accept orders in the buyers' design and measurement.

- 2) Could you make supply according to the samples given?
- 3) I'd like to know if you can develop a new design according to our requirement.
- 4) Our products are famous for their high-quality raw materials, full range of specifications and sizes, and great variety of designs and colors.
- 5) Our T-shirts are available in various designs and specifications for your selection.
- 6) We can supply you with medical instruments of all types and sizes.
- 7) Of fine quality and low price, our products will stand a good chance with your clients.
- 8) We can't produce the jade crafts according to your samples.
- 9) Such patterns are out of production already.
- 10) I'm sorry, NO. 200 is no longer made. What do you think of NO.202? It can serve as a good substitute.
- 11) I suggest that you buy this product instead of that.
- 12) I am not quite certain if we could persuade our customers to accept the new specifications.
- 13) I am not sure whether we could interest our users in your new product.
- 14) I guarantee that I shall send you many repeat orders if the first shipment proves to be satisfactory.
- 15) We can't accept anything other than the specifications mentioned.

四、考核要求

- 1、识记： 特定产品规格的正确描述。
- 2、领会： 关于产品规格描述的常用句型。
- 3、简单应用： 要求对方按特定要求供货、介绍替代产品，描述新产品的性能。
- 4、综合应用： 按情景/要求描述产品规格，表达对某一特定规格产品感兴趣，介绍替代产品，描述新产品性能。

第6单元 报价

一、学习目的和要求

熟悉报价的基本结构，熟练掌握六种主要价格术语。灵活运用有关报价的重点词汇及相关句型，如：对报价及报价有效期的正确表述。

二、课程内容

- 1、产品价格的正确表述
- 2、报价及报价有效期的表述
- 3、对有关报价及报价有效期的询问

三、考核知识点

1、词汇:

offer, to make a firm offer, to accept/entertain an offer, to decline an offer, to push the sale of something, potential, CIF, FOB, to take something into account, adoption, establish, the principle of equality and mutual benefit, promote, assure, to be subject to, delivery, salable

2、句式:

- 1) We are pleased to make you an offer for our products.
- 2) We have quoted you our lowest /rock-bottom prices.
- 3) If you make an inquiry, I can offer you firm.
- 4) This is our latest price list. Would you like to have a look?
- 5) Our offers usually remain firm for three days.
- 6) We usually keep our offers open for five days.
- 7) All the quotations on the list are subject to our final confirmation.
- 8) We offer you firm for three days on FOB basis.
- 9) The offer will remain firm until 29th May, beyond which date, the terms and prices should be discussed anew.
- 10) What price do you quote for this item?
- 11) How long do you generally keep your offers open?

四、考核要求

- 1、识记: 六种主要价格术语及其表达方式。
- 2、领会: 不同产品的不同报价方式及有效期。
- 3、简单应用: 对特定产品的正确报价, 询问有关产品的报价及有效期。
- 4、综合应用: 按情景/要求对产品进行正确报价, 对报价及有效期的询问。

第7单元 还盘

一、学习目的和要求

了解还盘的技巧, 能够对特定产品进行恰当还盘。熟练掌握有关还盘的常用词汇和重要句式。

二、课程内容

- 1、还盘的技巧。
- 2、还盘的常用词汇及句型。
- 3、有关达成交易的常用句型。

三、考核知识点

1、词汇:

counteroffer, make a difference, prevailing, gap, concession, adjust, charge, unworkable, to call off, raw materials, slightly, to insist on, to turn to, turnover

2、句式:

- 1) My offer is realistic, which is based on reasonable profit.

- 2) You may notice that the price for this commodity has gone up a lot in the last few months.
- 3) This is our lowest quotation. I'm afraid we can't go further.
- 4) As far as I can see, it would be impossible for us to make any further concession.
- 5) You're our old customer. You know that we don't do much bargaining.
- 6) I can assure you your prices are too high to be competitive.
- 7) You've raised the price! May I know what caused the increase?
- 8) I should say a reduction of at least 10% would help.
- 9) The trouble is that I find your prices are higher than those of the world market.
- 10) If your prices are too high, my customers will turn to other suppliers for their requirements.
- 11) I'm afraid we have to call the whole deal off if you still insist on your original quotation.
- 12) Well, to get the business done, we can consider making some concessions in our price.
- 13) We wouldn't have given you a 3% discount if it weren't for the good association between us.
- 14) Let's meet each other half-way.

四、考核要求

- 1、识记：还盘的常见词汇、句型。
- 2、领会：还盘的技巧。
- 3、简单应用：对特定产品报价的还盘，对还盘及有效期的询问。
- 4、综合应用：按情景/要求进行还盘。

第8单元 订购

一、学习目的和要求

能流利地表达订购的愿望及对完成订单的要求。熟练掌握有关表达订购及对完成订单的要求的词汇及句型。

二、课程内容

- 1、表达订购的愿望
- 2、对完成订单的要求;
- 3、不能接受订单，订单的取消

三、考核知识点

1、词汇/语言要点:

place an order for something with somebody, conclude, to look through, appointment, spare parts, to be lined with, prompt, handle, performance, unfavorable, remove, fulfill

2、句式

- 1) We shall be very pleased to receive your order and feel confident that it will be filled to your satisfaction.
- 2) Since the prices of the product will go up, I advise you to rush your order.
- 3) If you want to purchase this product, we are able to supply as much as you require.
- 4) Well, we are going to order 1,000 sets of this kind of dishwasher.
- 5) I'm pleased to inform you that our end-users have decided to order the following goods at your prices.
- 6) We are in urgent need of Butterfly Brand Folded Chairs. The more you can supply, the better.
- 7) Because we haven't received the products by now, we have no choice but to cancel the order.
- 8) We'd like to cancel the order for the goods because of the change in the home market.
- 9) I can assure you that you can receive your goods within one week after receiving your order.
- 10) We will deliver the goods that you have ordered as soon as possible.
- 11) We want to make a change to order No. 28679.

四、考核要求

- 1、识记：订购的常用词汇。
- 2、领会：订购愿望、完成订单、修改订单、取消订单以及拒绝接受订单的句型表达。
- 3、简单应用：关于订购愿望的表达及对完成订单的要求。
- 4、综合应用：按情景/要求表达订购的愿望，完成订单的要求，拒绝接受订单以及取消订单的表述。

第9单元 装运

一、学习目的和要求

通过学习，使学生掌握装运、交货所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地同外商沟通的目的。

二、课程内容

- 1、交货时间的表述。
- 2、装运方式的表述。
- 3、买方要求提前装运或卖方要求推迟装运的表达方式。
- 4、不能按期交货的表达方式。

三、考核知识点

- 1、词汇：

deliver, order, dispatch, consignment, bounce, rush, in time for, Customs, retail, schedule, priority, appreciate, cooperation, favor, credit, apologize, delay, to be aware of, detail, arrange, in good order

2、句式:

- 1) Shipment will be made during October/November/December 2008, with partial shipments and transshipment allowed.
- 2) Shipment will be during October and November 2008, in two monthly lots.
- 3) During March and April 2008, in two shipments, transshipment is prohibited.
- 4) Shipment will be effected within 45 days after receipt of L/C, but the Buyers must open the relative L/C to reach the Sellers before July 15.
- 5) We would like the goods to arrive in time for the Christmas rush/the New Year rush.
- 6) Our customers are in urgent need of the goods. Any delay may put us in a difficult situation.
- 7) I wonder if you could advance the shipment by one month as we need it badly.
- 8) Your order is being dealt with and will be dispatched without further delay.
- 9) The consignment will be on the M.V. Christina which will leave Shanghai on July 6 and arrive in Djakarta on July 18.
- 10) The first lot will be delivered by the end of October. You will receive the remainder by the end of December
- 11) Our factories are already working at full capacity.
- 12) Direct steamers for Djakarta have been very few recently.

四、考核要求

- 1、识记：装运/交货的相关词汇。
- 2、领会：销售合同中关于装运/交货的条款。
- 3、简单应用：按所给要求表达有关装运/交货的句子。
- 4、综合应用：参与和翻译有关装运/交货的商务谈判。

第 10 单元 付款

一、学习目的和要求

通过学习，使学生掌握货款结算方面所需的词汇、术语、习惯表达，以达到流畅、熟练地同外商沟通此方面内容的目的。

二、课程内容

- 1、国际贸易中货款结算的几种方法。
- 2、关于用信用证付款的表述。
- 3、如何在谈判中达到最有利的付款方式。

三、考核知识点

1、词汇：

issue, confirm, irrevocable, L/C, remittance, collection, alternative, mode, margin, tie up, offset, minimum, effect, haggle with sb. over sth., honor, transaction, financial standing, sound, compromise, invoice, terrific, solve, concession

2、句式：

- 1) The Buyers shall pay the total value to the Sellers in advance by T/T (M/T or D/D) not later than July 31, 2008.
- 2) Upon first presentation the Buyers shall pay against documentary draft drawn by the Sellers at sight. The shipping documents are to be delivered against payment only.
- 3) The L/C is to be opened to reach the Sellers 30 days before the month of shipment / not later than June 30, failing which the Sellers shall not be responsible for shipment as stipulated and shall have the right to rescind this contract and claim for damages against the Buyers.
- 4) How are we going to arrange payment?
- 5) What is the mode of payment?
- 6) Is it possible to find an alternative mode of payment instead of L/C?
- 7) If you can accept D/A, that will help us greatly.
- 8) Shall we make a compromise and meet each other half way?
- 9) Payment by L/C is our usual practice of doing international business.
- 10) We always require L/C for our exports and we pay by L/C for our imports as well.
- 11) Perhaps we may consider D/P terms when we have done more business together.

四、考核要求

- 1、识记：付款的相关词汇。
- 2、领会：几种不同的付款方式的优缺点。
- 3、简单应用：按所给要求表达付款的句子。
- 4、综合应用：参与和翻译关于货款结算的商务谈判。

第 11 单元 包装

一、学习目的和要求：

1. 专业理解能力：能理解并掌握包装方式，包装唛头，包装要求的英文表达。
2. 书面表达能力：能用口语表达各类基本的包装方式和包装要求，用此恰当，句式正确。
3. 翻译能力：能用较流畅的口语对有关包装的谈判进行英汉互译。

二、课程内容

- 1、包装方式
- 2、包装唛头
- 3、包装要求

三、考核知识点

1、词汇：

packing, carton, crate, water-proof, padding, reinforce, mark, package, polythene, ruin, seaworthy

2、句式：

- 1) The inner packaging shall be eye-catching and helpful to the sales.
- 2) We usually pack each piece in a water-proofed polythene wrapper, and then place it in a well-designed small box like this.
- 3) We are going to use crates with reinforced bottoms to ensure that the crates are strong enough for sea transportation.
- 4) We can meet your additional requirement on packing, if any, but you will bear the extra cost.
- 5) The cartons we use are lined with damp-proofed plastic sheets and are quite seaworthy.
- 6) We suggest that tools be wrapped in water-proofed materials before they are put into cardboard boxes.
- 7) I'll inform the manufacturer to have them packed as per your instruction.
- 8) Cartons save freight weight and are easy to handle.
- 9) As for shirts, we use a polythene wrapper for each, ready to display.
- 10) The bottles are then put into a box and 100 boxes to a carton.

四、考核要求

- 1、识记：包装的相关词汇。
- 2、领会：各类包装方式和包装要求。
- 3、简单应用：按所给要求表达有关包装的句子。
- 4、综合应用：按情景/要求翻译有关包装的商务谈判。

第12单元 保险

一、学习目的和要求：

1. 专业理解能力：能理解并掌握保险公司、各类险别、保险费率和保险金额的英文表达。
2. 书面表达能力：能用口语表达各类基本的险别和保险要求，用词恰当，句式正确。
3. 翻译能力：能参与有关保险的谈判，用较流利的口语进行英汉互译。

二、课程内容

- 1、保险公司
- 2、保险险别
- 3、保险费率
- 4、保险金额

三、考核知识点

1、词汇：

cover, insurance, underwrite, premium, agent, effect, invoice, coverage, policy, insure

2、句式：

- 1) PICC is a state-owned company with agents in all the major cities and seaports in the world.
- 2) It offers competitive premium rates and excellent services as well.
- 3) What kinds of coverage do they offer?
- 4) We usually effect insurance for 110% of the invoice value against All Risks and War Risk as per Ocean Marine Cargo Clauses of the PICC.
- 5) We'll effect insurance against All Risks as you requested.
- 6) If any of them is required, the extra premium involved should be borne by the Buyer.
- 7) The premium charged for the insurance policy is calculated according to the risks involved.
- 8) Please note that the normal coverage for goods of this type is to ensure them for the total amount plus ten percent.
- 9) The underwriters are responsible for the claim as far as it is within the scope of cover.
- 10) We regret our inability to comply you with the buyer's request for covering insurance for 150% of the invoice value, because our contract stipulates that insurance should be covered for 110% of the invoice value.

四、考核要求

- 1、识记：保险的相关词汇。
- 2、领会：各类保险险别和保险要求。
- 3、简单应用：按所给要求表达有关保险的句子。
- 4、综合应用：按情景/要求翻译有关保险的商务谈判。

第 13 单元 商检

一、学习目的和要求

通过学习，使学生掌握商检条款制定及复检所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地同外商沟通此方面内容的目的。

二、课程内容

- 1、关于商检的表述。
- 2、关于复检的表述。
- 3、货检时双方出现分歧如何处理的表达方式。

三、考核知识点：

1、词汇：

inspection, purchase, indispensable, specify, stipulate, conduct, surveyor, inspection certificate, file, reinspect, binding, disqualification, to rest with, carrier, appoint, authentic, approve, coincide, specialist, clarify

2、句式：

- 1) Inspection must be conducted before shipment by recognized / designated surveyors, while the bureau at the port of destination shall make reinspection of the goods. The certificate issued by them shall serve as the basis for claims. In that way, the interests of both are taken into account.
- 2) The inspection principally covers such aspects as quality, quantity and packing of the products.
- 3) Inspection can be conducted either in the export country or in the import country.
- 4) The inspection certificate issued by CIB shall serve as the basis for filing claims.
- 5) These certificates will be taken as final and binding.
- 6) Buyers have the right to reinspect the goods when they arrive at the destination.
- 7) If the goods are found disqualified or short upon arrival, you are entitled to lodge a claim.
- 8) I don't think the responsibility should rest with us.
- 9) A claim would then be lodged with the insurance company.
- 10) We regret to inform you that after re-inspection of the above goods we found 25 cases missing.

四、考核要求

- 1、识记：商检/复检的相关词汇。
- 2、领会：进行商检/复检的机构和相应条款的制定。
- 3、简单应用：按所给要求表达有关商检/复检的句子。
- 4、综合应用：参与和翻译有关商检/复检的商务谈判。

第14单元 仲裁

一、学习目的和要求

了解贸易争端解决方式之一——仲裁的适用情况、实施细则，掌握相关词汇、术语及重要句式。

二、课程内容

- 1、协商、调解、仲裁和诉讼的适用情况及区别。
- 2、仲裁常识及在中国实施仲裁的具体细则。
- 3、仲裁常用词汇及句式。

三、考核知识点

1、词汇：

dispute, amicable, conciliation, arbitration, litigation, involve, compulsory arbitration, plaintiff, unilateral, enforce, submit, claimant, defendant, stipulate, applicable law, substantive law, specify, signatory countries/states, the last resort, a temporary arbitration tribunal, appoint, a sole arbitrator, the presiding arbitrator, to hear the case, a standing arbitration commission, arbitration procedure, arbitration application, arbitration fee, interim measure of protection, to make the arbitral award, CIETAC (China International Economic and Trade Arbitration Commission)

2、常用句式：

- 1) Generally speaking, friendly negotiation is the best way to settle the dispute between two parties if there is any.
- 2) All disputes in connection with this contract shall be settled through friendly negotiation.
- 3) Personally I should say it's so much better to resolve the dispute through friendly negotiation.
- 4) As a matter of fact, most disputes can be settled in a friendly way, with a view to developing a long-term business relationship. Arbitration is only the last resort.
- 5) If any dispute should arise over the inspection, we may submit it for arbitration.
- 6) If you are not preparing to compensate our loss, we suggest that case be submitted for arbitration.
- 7) It is better to submit the case for arbitration to a temporary arbitration court.
- 8) We are now applying formally to the arbitration commission for arbitration of this dispute.
- 9) Since this dispute is not negotiable, it is necessary to resort to arbitration.
- 10) If there is a dispute between a Chinese company and a foreign company and it goes to arbitration, where will the arbitration be held?
- 11) As far as the place for arbitration is concerned, the customary practice is to hold arbitration in the country of the defendant.
- 12) Is it agreeable to you to adopt our usual practice that the arbitration is conducted in China?
- 13) What procedural rules will apply, if arbitration is to take place in China?
- 14) What about the applicable substantive law? Will it be the Chinese law?

- 15) How is the cost of the arbitration to be divided?
- 16) The entire fee for arbitration shall be borne by the losing party unless otherwise awarded by the court.
- 17) The members of this arbitration association are professionally competent, and in a position to arbitrate the cases arising from the quality inspection of the medical equipment.
- 18) We think that the court consisting of arbitrators from both sides must be fair and able to handle the dispute without bias or partiality.
- 19) Is the arbitral award final and binding upon both parties?

四、考核要求

- 1、识记：仲裁中相关词汇、术语。
- 2、领会：仲裁有关词汇、短语的意义和用法。
- 3、简单应用：进行仲裁方面的沟通。
- 4、综合应用：参与有效解决贸易争端的谈判。

第 15 单元 代理

一、学习目的和要求

通过学习，使学生掌握代理所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地同外商沟通此方面内容的目的。

二、课程内容

- 1、讨论代理协议中应包括的几项内容。
- 2、关于讨论佣金的表述。

三、考核知识点

1、词汇：

agency, principal, textile, conclude, explore, further, at one's end, connection, well-established, channel, showroom, booth, brand, dazzling, fantastic, bedclothes, approval, turnover, chain stores, commission, grant, out of the question, line, trial, renew, to furnish sb. with sth.

2、句式：

- 1) As we understand that you have no agent in our area, we would like to offer our services.
- 2) If you agree to grant us the sole agency, we will devote our full attention to the development of your products in our market.
- 3) I am afraid for such products an agent is necessary.
- 4) How long have you been in the handicrafts trade?
- 5) Do you think you are able to push the sale of such products?
- 6) I wonder if you could let us know your sales plan for this product.
- 7) We have been in touch with your Chamber of Commerce, who

recommends you as a possible agent for the sale of our products in your country.

- 8) If you can push the sale of our products successfully for the next six months, we may appoint you as our agent.
- 9) We'll consider your proposal when we get a chance.
- 10) We are prepared to appoint you as our agent for your country on a 3% commission basis, which will be remitted to you every three months after our receipt of the payment.
- 11) Anything less than 6% is not worth the trouble because of such heavy expenses.

四、考核要求

- 1、识记：代理的相关词汇。
- 2、领会：有关代理的法律规定、代理的权限和义务等。
- 3、简单应用：按所给要求表达有关代理的句子。
- 4、综合应用：参与和翻译有关代理的商务谈判。

第 16 单元 签订合同

一、学习目的和要求

通过学习，使学生掌握商议合同条款、签订合同等所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地与外商进行合同谈判及签订合同等的目的。

二、课程内容

- 1、有关商议合同条款的表达方式。
- 2、有关签订合同的表达方式。

三、考核知识点：

1、词汇：

negotiate, appreciate, manufacturing, impressive, potential, capability, purchase, authorized, to draw up, to work out, attorney, utilize, initial, notify, delivery, ripe, prestige

2、句式：

- 1) I think that one of the advantages of this machine is the potential for expanding and increasing its capabilities.
- 2) As purchasing officer for our company I am authorized to make the final decision on which machine to buy and I've decided to go with the Ultra Edger.
- 3) We may as well begin drawing up the purchase order now.
- 4) Could we then utilize the 25-unit price of USD250,000 to make an initial purchase of three units?

- 5) Would it be possible then to receive a credit of USD270,000 for each of the three units purchased in our first order if we follow it up, say within three months, with a second order for the remaining 22 units?
- 6) Delivery will be in two equal shipments of eleven units: the first within three months after your letter of credit reaches us and the second within four months after receipt of the L/C.
- 7) Then, don't you think the conditions are ripe for signing the contract?
- 8) We'll draw up the contract today and have it ready to be signed tomorrow.
- 9) Mr. Alexander, now, we have finally reached a basic agreement on the problems that needed to be worked out.
- 10) I believe a better cooperation between us mostly comes from good will and confidence in each other.

四、考核要求

- 1、识记：商议合同条款、签订合同的相关词汇。
- 2、领会：有关商议合同条款、签订合同的对话、篇章。
- 3、简单应用：按所给要求进行有关商议合同条款、签订合同的表达。
- 4、综合应用：参与商议合同条款及签订合同等的外事活动。

第 17 单元 欢送晚宴

一、学习目的和要求

通过学习，使学生掌握宴会餐饮交谈、旅游观光等所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地与外商进行宴会餐饮交谈及向外商进行旅游景点介绍等的目的。

二、课程内容

- 1、有关宴会餐饮交谈、介绍食品等的表达方式。
- 2、有关发出邀请、接受邀请、拒绝邀请的表达方式。
- 3、有关旅游观光的表达方式。

三、考核知识点

1、词汇：

farewell, to get along, handle, to propose a toast, to stand on ceremony, flavor, cuisine, to place stress on, delicacy, to be fond of, tasty, banquet, course, to go easy, piping hot, delicious, crisp, tempting, dessert, ingredient, disturb, to take off one's hat, culinary, to one's taste, accustomed, apart, thumb, forefinger, press, height, dominate, situated, a wealth of, stroll, promenade, sightsee, tentative

2、句式：

- 1) When in Rome, do as the Romans do.
- 2) Although I can't get along with them, I'd like to learn to handle them.

- 3) Please don't stand on ceremony. Eat the way you like best. Help yourself.
- 4) I see your cook takes care of color, flavor and taste all at the same time.
- 5) Real Chinese cuisine places stress on color, smell, taste, form and sound.
- 6) From what I heard about your banquet, there are many more courses to come, so I think I'd better go easy at the beginning.
- 7) It's just as good as other kinds of food, but I must take off my hat to you Chinese.
- 8) When you pick up food, press your forefinger against the lower part of the chopsticks and they will move like pincers.
- 9) Do you have anything special in mind that you wish to see?
- 10) This unusual structure that dominates the skyline offers the full extent of Lujiazui and Puxi areas, attracting more and more visitors to appreciate the beautiful panorama of modern Shanghai.
- 11) Situated on the west bank of the Huangpu River, one can enjoy the perfect mixture of architecture with eastern and western styles.
- 12) At night bright lights add to the happy atmosphere as people stroll along the wide riverside promenade.
- 13) I'll make out a tentative plan for you to look over first.

四、考核要求

- 1、识记：宴会餐饮交谈、介绍食品、观光旅游的相关词汇。
- 2、领会：有关宴会餐饮交谈、介绍食品、观光旅游的对话、篇章等。
- 3、简单应用：按所给要求进行有关宴会餐饮交谈、介绍食品、观光旅游的表达。
- 4、综合应用：参与邀请外商参加的宴会及陪同外商观光旅游的外事任务。

第 18 单元 索赔

一、学习目的和要求

通过学习，使学生掌握有关索赔谈判及理赔等所需的词汇、术语、习惯表达，以达到运用英语口语流畅、熟练地与外商进行索赔谈判等的目的。

二、课程内容

- 1、有关要求索赔等的表达方式。
- 2、有关考虑索赔的表达方式。
- 3、有关索赔谈判的表达方式。

三、考核知识点

1、词汇：

claim, compensation, to hold on, to make a note of, container, write-off, crush, beyond repair, independent, cargo, alternative, to put forward, on behalf of, forward, attorney, lodge, dispatch, freight, short-weight, in person, certification, up to, at random, supervise, to stem from, excessive, moisture, destination

2、句式:

- 1) When the consignment arrived at Amsterdam Port, it was found that some of the TV sets were badly damaged.
- 2) I must say they are a complete write-off.
- 3) When the container was opened, it was found that some cartons were crushed and the TV sets in them were damaged beyond repair.
- 4) This contract is on the CIF basis.
- 5) You may send a copy of the insurance policy together with the surveyor's report to the Dutch Insurance Company, putting forward a claim against PICC for the damaged TV sets, and ask them to pay the compensation on behalf of PICC.
- 6) You could also forward us your insurance policy and the surveyor's report together with a letter of attorney, and ask us to lodge a claim against PICC on your behalf.
- 7) We'll ask our people back at home to take the matter up with our insurance company for compensation in China.
- 8) But the replacements are a small lot, and may be forwarded by air.
- 9) That is to say, there is a difference of 25 tons between the actual landed weight and the invoiced weight.
- 10) They concluded that the soybeans were well dehydrated and up to standard for export.
- 11) We therefore claim compensation for the loss.
- 12) The problem mainly stems from the excessive moisture of the goods.
- 13) If there hadn't been the excessive moisture, we wouldn't have come for a settlement.
- 14) We will take no responsibility for moisture on arrival of goods at their destination.

四、考核要求

- 1、识记: 索赔/理赔的相关词汇。
- 2、领会: 合同中关于索赔/理赔的条款。
- 3、简单应用: 按所给要求进行有关索赔/理赔的表达。
- 4、综合应用: 参与有关索赔/理赔的商务谈判。

III、有关说明与实施要求

一、关于考核目标的说明

本课程考核的内容为自学教材中涉及的所有知识点, 考核目标是看应考者能否较正确地表达这些知识点的口语和口译能力。

二、本课程指定教材

《新编外贸英语会话》：徐雅琴主编，上海交通大学出版社，2009年3月第一版

《新编外贸英语会话》是专为商务英语专业（独立本科段）的自学应考者编写的，难度适中，内容几乎涵盖商务谈判的全过程：从机场迎接、介绍企业、参观交易会、进口商询盘开始，双方就价格、装运、付款条件、包装、保险、商检、仲裁、代理、索赔等条款进行商谈，直到最后签订合同，设宴欢送客商。每课有对话两则，另有词汇解释和有用句型，并配上练习。考虑到自学与助学相结合特点，对课文中语言内容重点、难点均配有较详细中文注释和译文，并附练习参考答案。

三、自学方法指导

考生在自学中应注意以下几个方面的问题：

1、使用本课程考纲指定的学习教材。首先阅读本课程的自学考试大纲，明确本课程所用教材的编写原则、宗旨、特点、要求、内容提要及考核重点，有计划地进行学习，才能收到较好的学习效果。

2、每课的重点是对话和有用的句子。考生应认真研读学习，较好地掌握课文中的重点词汇、术语及句式和难点。

3、认真做课后练习，可以口头完成。先做练习后看答案。书后提供的答案并不是唯一的，可以有几种表达法。如有疑问，可在老师辅导时，向辅导老师请教。

4、本课程是会话课，自学者应加强口头操练，建议每天至少朗读半个小时。注意发音，如能把自己的朗读进行录音、复听，找出和纠正错误的发音则更好。多读重要词汇及句式，直到能背出对话和其他重要的句子。

四、对社会助学的要求

社会助学是高等教育自学考试的重要组成部分，社会助学者应根据本大纲规定的考核内容和考核要求，对自学者进行切实有效的辅导。助学者除了以课堂讲解的形式对助学者进行辅导，并要求自学者认真做好课后的每一项练习外，还应应对自学者加强口头操练，提高他们的口头表达能力和口译能力。

五、关于命题考试的若干规定

1、覆盖面与重点章节

考试内容覆盖全书，适当突出重点。本课程重点单元部分：询价、报价、还盘、成交、装运、付款、保险、代理、索赔等单元。

2、试卷能力层次比例

命题时应根据不同难易层次确定分数的分配比例，具体如下：识记 20%，领会 20%，简单运用 30%，综合运用 30%（可根据具体情况略有调整）。

3、试卷难易比例

易占 20%，较易占 30%，较难占 30%，难占 20%。

4、题型题量

对话翻译，边看边译，要求把对话中的中文译成英语，把英语译成中文。题量为 7-8 回合。

5、考试形式、考试时间

本课程采取口试形式，考试时间为 5 分钟左右。

附录：题型举例

A: 感谢你方有意与我们开展业务往来，我们非常愿意与贵方合作，发展互利的贸易关系。

B: Pretty good. Now would you like to show me some samples to let me have a general idea of your textiles available for export?

A: 没问题。你知道中国纺织品素以质地优良，价格合理而著称。它们在欧洲市场十分畅销。相信在你们国家也会深受顾客欢迎的。

B: I have not the slightest doubt about that. But as you know, different nations have different cultures. Our nation's favorite colors and designs are quite different from those of other nations.

A: 这点你尽可放心。我们可供出口的花色品种很多。另外，我们还可以按照你方的要求安排生产。

B: That sounds very encouraging. Then what about prices? If prices are reasonable we will place a large order with you.

A: 这是我们的价格表。我们的价格在国际市场上非常有竞争性。

B: Good. Please give me a few days to make a decision.