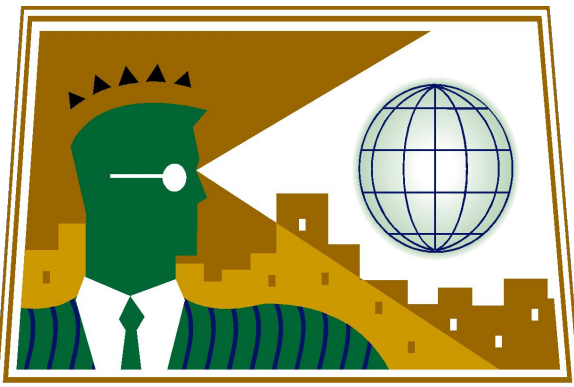


English For International Business

Week One

Course Overview



The course aims to

- Provide you with a summary and review for studies in the last three years;
- Improve your English capabilities within the international business context (listening, speaking and writing);
- Prepare you with an competitiveness in the job market;
- Give you a pathway leading towards the graduation thesis and future employment;



Required Textbook

- ***International Business: Environments & Operations***
- *by John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan, jointly published by China Machine Press and Pearson Education. April 2014.*
- **ISBN: 978-7-111-460992**
- **13th ed.**



Essential Topics of the Course



Introduction & Environment

- **Globalization and International Business**
- **Economic & Social Environments Facing Businesses**



International Economics

- **International Trade Theories**
- **Government Influence on Trade**
- **Cross-National Cooperation and Agreements**
- **Global Foreign-Exchange Markets**



International Trade Practice

- **International Business & Direct Investment Strategies**
- **Export and Import Strategies**
- **Marketing Globally**
- **Global manufacturing and Supply-chain Management**
- **Multinational Finance Function**
- **Human Resource Management**



Subject Related Public Test Information

- ❁ 剑桥商务英语证书 BEC (Business English Certificate)-教育部考试中心和英国剑桥大学考试委员会
- ❁ 全国国际商务英语考试 -商务部中国国际贸易学会
- ❁ 全国商务英语翻译资格证书(初级、中级、高级、翻译师和高级翻译师)
- ❁ 上海市国际商务英语等级考试 (BET) Business English Test
- ❁ 国际商务单证员资格考试(International Commercial Vouching Clerk)
- ❁ 上海外语口译证书考试 (英语高级/中级口译, 英语口语译基础能力) (Shanghai interpretation accreditation)
 - ❁ consecutive interpretation
 - ❁ simultaneous interpretation)



Subject Related Public Test Information

- **全国翻译资格(水平)考试 CATTI (China Aptitude Test for Translators and Interpreters)**
 - **博思职业外语水平测试(剑桥职业外语考试) BULATS (Business Language Testing Service) -剑桥大学考试委员会 (UCLES)和欧洲语言测试联合会(ALTE)**
 - **国际交流英语测评 (托业考试)TOEIC - Test of English for International Communication-美国教育考试服务处**
 - **IELTS (International English Language Testing System)**
 - **全国英语等级考试 PETS (Public English Test System)**
-


Public Test ~ Sample Translation Questions

全国外经贸从业人员职业资格认证考试 国际商务英语等级考试(初级)试卷

- 分量不足
- Short Weight
- 水渍险
- With Particular Average
- 由于信用证迟到, 我方无法在销售确认书所规定的期限内交货。
- We cannot make the delivery within the stipulated time in the Sales Confirmation because of late arrival of Letter of Credit.
- to offer firm
- 报实盘
- partial shipments
- 分批装运

Public Test ~ Sample Translation Questions

国际商务英语等级考试(初级)试卷

- neutral packing 
- 中性包装
- charter party B/L
- 租船(合同, 契约)提单
- We can arrange the inland insurance on your behalf, but the extra premium should be borne by you.
- 我方可代表你方安排内陆(运输)保险, 但是额外的保险费需由你方承担.



Neutral packing

chaiux



Public Test ~ Sample Reading Questions

BUSINESS ENGLISH TEST (ELEMENTARY LEVEL)

- A target market is that group of present and potential customers a firm aims to please with its goods or services. If a firm is to practice the marketing concept, it must define the characteristics and wants of its target market. Getting to know the target market guides the firm as it designs its marketing effort.

Often, factors like existing investment in production facilities and employee training restrict the kind of target a firm aims at. An established small-scale manufacturer of luxury automobiles is unlikely, for example, to shift its marketing effort to the large middle-income market.

Consumer products are goods or services that people buy for their own use-to wear, to eat, to look at, or to live in. Such buyers are often called ultimate consumers. Their motivation to purchase is different from that of industrial buyers.

Public Test ~ ~ Sample Reading Questions

BUSINESS ENGLISH TEST (ELEMENTARY LEVEL)

■ The World Bank, which consists of the International Bank for Reconstruction and Development (IBRD) and the International Development Association (IDA), has one constant purpose: to promote economic and social progress in developing nations by helping raise productivity so that their people may live better and fuller lives. The International Finance Corporation (IFC) is also a World Bank affiliate that works specifically with the private sector in developing countries.

Of the two institutions, the IBRD, established in 1945, is the older and larger. It was conceived at the United Nations Monetary and Financial Conference held in Bretton Woods, New Hampshire, United States of America, in July 1944.

Representatives of forty-four nations assembled there decided to establish two complementary financial institutions. The first - the International Monetary Fund (IMF) - was to promote international currency stability. The second institution - the IBRD - was to help finance reconstruction and development in its member countries.



FOR

UN



Y

A



Whatever the weather
We must move

together

Public Test ~Sample Reading Questions

BEC Higher Level

Banking: Interest Rate

A country's minimum interest rate is usually fixed by the central bank. This is the discount rate, at which the central bank makes secured loans to commercial banks. Banks lend to blue chip borrowers (very safe large companies) at the base rate or the prime rate; all other borrowers pay more, depending on their credit standing (or credit rating, or creditworthiness): the lender's estimation of their present and futures solvency. Borrowers can usually get a lower interest rate if the loan is secured or guaranteed by some kind of asset, known as collateral.

Subprime Crisis



[Cagle Cartoons](#)



Public Test ~Sample Reading Questions

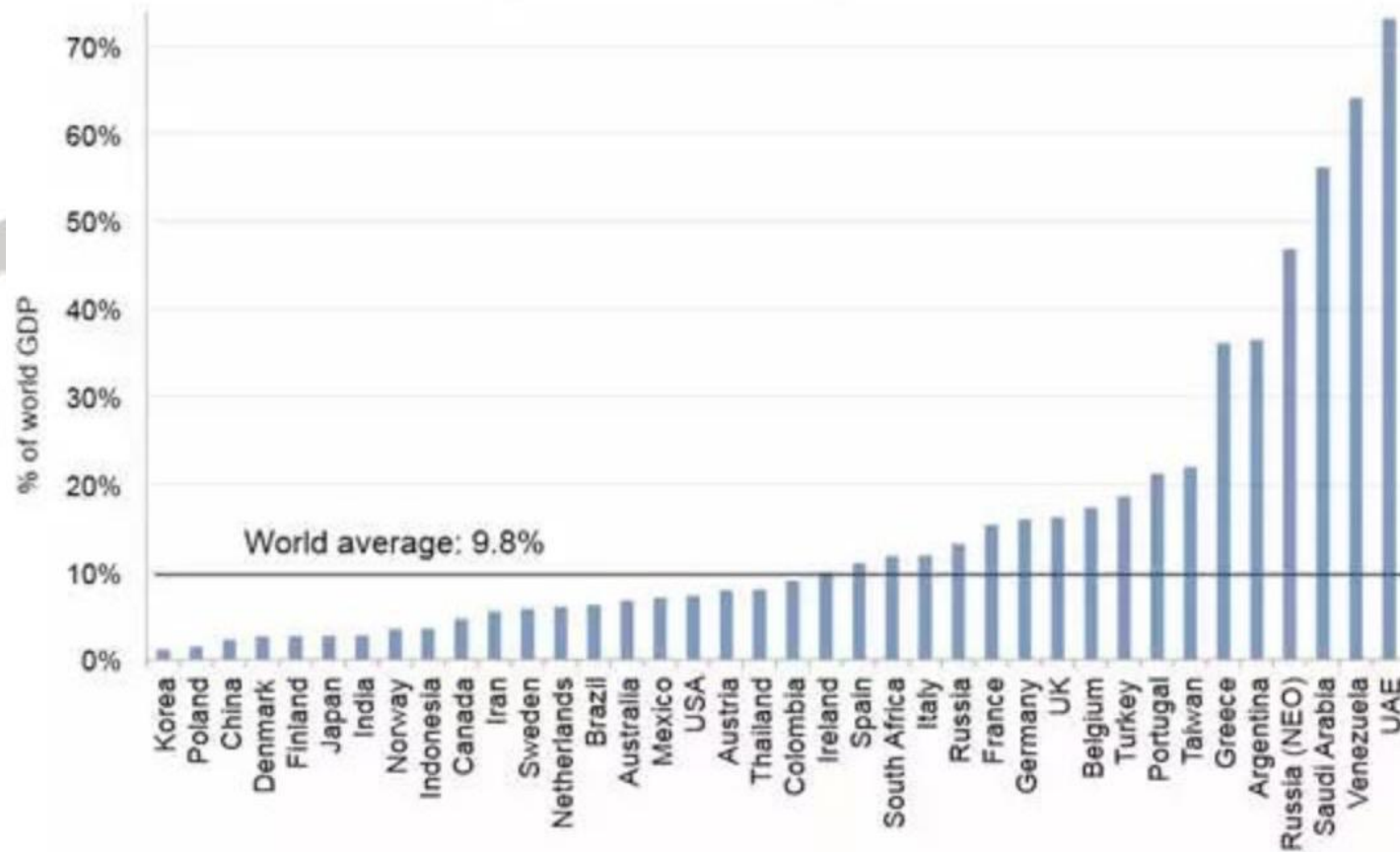
BEC Higher Level

Taxation: Tax evasion

Companies have a variety of ways of avoiding tax on profits. They can bring forward capital expenditure (on new factories, machines, and so on) so that at the end of the year all the profits have been used up; this is known as making a tax loss. Multinational companies often set up their head offices in countries such as Liechtenstein, Monaco, the Cayman Islands, and the Bahamas, where taxes are low; such countries are known as tax havens. Criminal organizations, meanwhile, tend to pass money through a series of companies in very complicated transactions in order to disguise its origin from tax inspectors- and the police; this is known as laundering money or money laundering.

Paradise Papers

Figure 5: Offshore wealth, % of GDP



▲ 2007年各国家庭部门的离岸财富占国家GDP的比例



公司	法人	实际控制人/关联人	注册资金	注册日期
霍尔果斯悦凯影视传媒有限公司	贾士凯	杨洋/宋茜/刘颖	100	2015/9/14
霍尔果斯不二文化传媒有限公司	张坚	吴秀波	5000	2015/9/21
霍尔果斯嘉行影视文化有限公司	曾嘉	杨幂	300	2015/10/10
霍尔果斯瀚纳影业有限公司	石昀	黄渤	300	2015/10/22
霍尔果斯橙子映像传媒有限公司	钱瑞	邓超	300	2015/11/23
霍尔果斯本山传媒有限公司	宋鹏飞	赵本山	300	2015/11/26
霍尔果斯芒果果影视文化传媒有限公司	李湘		200	2016/1/18
霍尔果斯涛阁文化传媒有限公司	刘涛		1000	2016/3/17
霍尔果斯业余时间影视传媒有限公司	陈建斌		300	2016/4/5
霍尔果斯悦凯宸鹏文化传媒有限公司	贾士凯	杨洋/宋茜/刘颖	100	2016/4/15
霍尔果斯悦凯景煌广告传媒有限公司	贾士凯	杨洋/宋茜/刘颖	100	2016/4/15
霍尔果斯安普影视传媒有限公司	王学兵		300	2016/5/25
霍尔果斯卓尔演艺经纪有限公司	张小童(张嘉译)		200	2016/5/27
新疆六艺影视传媒股份有限公司	张小童(张嘉译)		3000	2016/6/13
霍尔果斯春暖花开影业有限公司	徐子建	徐静蕾	300	2016/6/22
霍尔果斯七印象影视传媒有限公司	梁静		300	2016/6/24
霍尔果斯中南印象影视传媒有限公司	梁静		100	2016/6/24
霍尔果斯稻草熊影业有限公司	刘小枫	吴奇隆	300	2016/8/4
霍尔果斯爱美神影视文化有限公司	范冰冰		3000	2016/8/18
霍尔果斯东申影业有限公司	李国栋	陈坤	500	2016/9/19
霍尔果斯佟悦名新文化传媒有限公司	关悦		300	2016/10/12
霍尔果斯逸新影视传媒有限公司	张小童(张嘉译)		300	2016/11/7
霍尔果斯希美影视传媒有限公司	胡军		500	2016/12/19

Public Test ~ Sample Speaking Questions

全国国际商务英语培训认证考试(口试试题)

- Directions: In this section, you will be asked to give a short talk on a business topic for about two minutes. You have two minutes to prepare.

Why do we package our products?

- ❑ To hold the products
- ❑ To protect the products from damages
- ❑ To help sell the products

Public Test ~Sample Speaking Questions

Sample Answer

To start with, it is obviously necessary for us to package our products in order to hold them, and it can also maintain the product integrity in the quantity the consumer expects. Besides, we package our products to protect them from damages. Keeping a barrier between the product and its traveling environment as well as keeping it from contact with the air or other contaminants makes the product last longer, especially if it is food. Last but not least, from a list of the contents to the date stamp of manufacture and expiration to eye-catching information about the product, packaging helps sell the product.

Conjunctions

- 总起句
 - the present talk aims to decide
 - in brief this talk sets out to solve the problem of
 - Let me start with
-

Continued

- 介绍重点(给出观点)
 - As far as I am concerned, 4 aspects we need to take into account
 - I would like to give a brief description in 4 aspects
 - From my point of view
 - There are 4 main factors I would take into consideration if
 - According to my knowledge
 - I definitely think that
-

Continued

- 阐述要点
 - to begin with/in addition/another important consideration/last but not the least
 - first of all/ in the second place/finally
 - on the one hand, on the other hand
 - 举例
 - for example/for instance/a good case in point is
-

Continued

- 对比

- in comparison/by contrast
- however/nevertheless

- 结尾

- so to sum up/in conclusion/on the whole
- From what we discussed above/It is known that

- 其他

- in other words/namely/that is to say
 - in particular/especially
-

Public Test ~ Sample Speaking Questions

全国国际商务英语培训认证考试(口试试题)

- Directions: In this section, you will be asked to give a short talk on a business topic for about two minutes. You have two minutes to prepare.

What is important when.....?

Entertaining clients

- **Types of activities**
- **Cost**

Sample Answer

主题	陈述要点		原因/结果
Entertaining clients	已给要点	Types of activities 活动类型	Business objectives 商业目标
		Cost 花费	Clients' feelings 客户的感受
	补充要点	Background of clients 客户背景	Customized activities 为客户制定活动
		Clients' demand 客户需求	Personalized services 个性化服务

Phrases and words

- 促销赠品 : complimentary presents
 - 招待费 : entertainment allowance
 - 迎宾室 : hospitality room
 - 针对个人 : personalize
 - 有目的的 : purposeful
 - 商业目的 : business objectives
 - 客户需求 : customer demand
 - 舒适 : cozy
-

Sentences

- 间歇、停顿
 - How shall I put it?怎么说呢
 - Well, what I am trying to say is.....我想说的是.....
 - I'd like to begin by.....
 - 个人想法
 - In my opinion, I'd say that ...
 - The point is that.....
 - Well, we should.....
-

Sample

- Entertaining clients is not an easy job and should be handled appropriately and enjoyably. It contains more than just a wonderful meal, a sightseeing tour or a shopping trip. Good hospitality events can impress clients in a unique manner in and outside of the office.
-

Sample

- When entertaining clients, we should decide the types of activities according to their interest and favorites. Moreover, these activities should help us achieve our business objectives, for example, we can have an intimate discussion about business with our clients during a meal in a cozy compartment where both sides tend to be more relaxed. In addition, we have to mix business with pleasure effectively so our clients won't feel that we are too purposeful.

Sample

- Cost is another important factor when designing activities for clients. Higher expenses don't necessarily lead to greater satisfaction, and in some cases, the clients will be overwhelmed with our kindness. Therefore, when entertaining a client, sincerity appears to be more important, upon which a long and a steady business relationship is based.
-

Public Test ~Sample Speaking Questions

- Directions: In this section, you will be asked to make a business conversation with your partner according to the information given in the cue card. You have two minutes to prepare and no more than two minutes to complete the conversation.

Situations: Ms./Mr. Wilson and Ms./Mr. Li are talking about the price of Sunshine T-shirts on the phone.

You are:

Ms./Mr. Wilson, the purchasing specialist from Macbill Company.

For the price:

Ms./Mr. Li quoted the price at US\$100/dozen FOB Shenzhen.

Ask for a lower price.

Ask for a discount.

Promise to place a prompt order.

The price is finally set at US\$90/dozen.

Public Test ~Sample Speaking Questions

- 还盘 counter-offer
 - 尽早 at your earliest convenience
 - 让步 meet halfway
 - 最低价 rock-bottom price
 - 你们的价格确实没有还价或再减的余地了吗？
 - Your price really leaves no margin for reduction whatsoever.
 - 我敢说，我们所报价格比你们从任何商家获得的价格都要优惠
 - I dare say that the prices we offer compare favorably with any quotations you can obtain elsewhere.
 - 这种产品你们想订多少？
 - How many do you intend to order?
-

Public Test ~Sample Speaking Questions

- 要求对方重复
 - pardon/could you repeat the question?
 - Sorry, I did not catch what you said would you please say it again
 - 原因
 - due to/on account of/accordingly/consequently
-

Public Test ~Sample Speaking Questions

- Directions: In this section, you will be asked to make a business conversation with your partner according to the information given in the cue card. You have two minutes to prepare and no more than two minutes to complete the conversation.

What is important when....?

Dealing with complaints from clients.

- Offering an apology**
- Suggesting a solution to the problem**



Public Test ~Sample Speaking Questions

Sample Model

- A:Hi,TOM!Nice to see you !
 - B:Nice to see you,too!
 - A:What have you been up to lately?
 - B:I work in a trading company, recently responsi-ble for i nternational trade.
 - A: Sounds great. I am in China Mobile Company Internsh ip.
 - B: China Mobile Company?Wa, This is China 's most fa mous company.
 - A:En, it is. The company has a good service concept. I am learning all the time.
-

Public Test ~Sample Speaking Questions

- B:Can I ask you a question?
 - A: sure!
 - B:**What is important when dealing with complaints from clients ?**
 - A:Let me see.**First,you must offer an apology right now.****There is a word in our company:**The customer is al-ways right! Never argue with the customers.Next,we
 - should **suggest a solution to the problem for our customers.**The suggest is as far as possible to meet
 - customer requirements.We should stand in the perspective of customers. When the customer identity the
-

Public Test ~Sample Speaking Questions

- solutions,we will ask our customers to point out shortcomings,We will record and correct these
 - shortcomings.The last, but indispensable step for us is to apology for our customers again.This is what I want to say.
 - B:Your answer is very good, I've learned a lot from that.Thanks.
 - A: You're welcome.
-

Public Test ~ ~ Sample Speaking Questions

BEC higher Speaking

Attending Trade Fairs

- Your company has been invited to take part in a trade fair, which will take place during the busiest time of the year. You have been asked to decide whether staff should be sent to this trade fair.
 - Discuss and decide together:
 - What the advantages and disadvantages are of attending trade fairs
 - Which members of staff would most usefully represent a company at a trade fair
-

Public Test ~ ~ Sample Speaking Questions

BEC higher Speaking

- Good staff is a guarantee of success.
 - You must have a good staff to rely on.
 - Person must have the concept of integrity.
-

Public Test ~~Sample Speaking Questions

BEC higher Speaking

- Model Answer A
 - A: You know our company has been invited to this year's Guangzhou Trade Fair in July. But July is our busiest time. So we have to decide whether to send our staff to attend this fair. What's your opinion?
 - B: I think we should send our staff because....
 - A: I agree with you. From my point of view, we should...because....
-

Public Test ~~Sample Speaking Questions

BEC higher Speaking

- B: Which members of staff will you choose to represent our company to attend the fair?
 - A: My ideal members of staff are ... You know...
 - B: I think that is the exact reason why we should ...
 - A: I am very happy that we hold the same idea.
 - B: So let's make this decision.
 - A: Ok. I'll let our boss know our decision this afternoon.
-

Public Test ~~Sample Speaking Questions

BEC higher Speaking

- Model Answer B
 - A: You know our company has been invited to this year's Guangzhou Trade Fair in July. But July is our busiest time. So we have to decide whether to send our staff to attend this fair.
 - B: I think we should send our staff because...
 - A: To be frank, I don't agree with you...
 - B: But the fact is we can benefit much more from sending our staff to the fair than keeping them at work. You know...
-

Public Test ~ ~ Sample Speaking Questions

BEC higher Speaking





- A: Ok, maybe you are right.
 - B: Let's move to the next agenda. Which members of staff should our company send?
 - A: ...
 - B: I agree with you. ...
 - A: Ok. Let's make this decision.
 - B: Ok. I'll let our boss know our decision this afternoon.
-

Public Test ~Sample Writing Questions

- Your company or organization is becoming more successful, in order for this success to continue, you want to expand and increase the budget of your department. The Directors have asked you to write a proposal saying why your department needs extra money.
 - Write the proposal, explaining why your department needs more money, and include the following points:
 - Whether extra staff are needed (and, if so, why)
 - Whether changes to the office space and equipment should be made
 - What plans you have for future development
 - How the investment would generate extra business.
 - Write 200-250 words on the separate answer paper provided.
-

Public Test ~Sample Listening Questions

BEC Vantage Listening

- Conversation:
- Please listen to the short dialogue about Trident Application, and try to interpret the sentences one by one into Chinese instantly and answer the questions.
- Listening Material 0-1: 
- Listening Material 0-2: 
- Listening Material 0-3: 
- Listening Material 0-4: 



Assessment

- Translation of Journal Articles (Individual) 10%
- Listening Assignment (After Class) 10%
- In-Class Listening Exercise & Participation 15%
- In-class Presentation 15%
- Final Exam 50%



Assignment 1:

Translation of Journal Articles (Individual) 10%

- Find a English journal article within the topics of international business
- Read the article, and translate selected paragraphs into Chinese
- Minimum words requirement: 700 words in English.
- Deadline: **1 May 2018**
- Submit the translation with the original English article to the elearning platform
- Please **mark** the translated paragraphs in the Journal article.

English Academic Database

lib 杭州电子科技大学图书 × E 结果列表: SO journal c × SD Journal of World Busi × +

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右参考

检索结果: 1 - 10 (共 2,543 个)

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页面选项

共享

1. Characteristics and determinants of insourced and offshored projects: A comparative analysis.



学术期刊

By: Bagchi, Kallol; Kirs, Peeter; Udo, Godwin; Cervený, Robert. *Journal of World Business*. Jan2015, Vol. 50 Issue 1, p108-121. 14p. DOI: 10.1016/j.jwb.2014.02.003. 数据库: Business Source Premier

主题: COMPUTER software development; DATA analysis; PROGRAMMING languages (Electronic computers); Computer systems design and related services (except video game design and development); Custom Computer Programming Services; Software Publishers; Software publishers (except video game publishers); COMPARATIVE studies; DATA quality



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Sample of Journal Article

Journal of World Business 47 (2012) 17–25



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Journal of World Business

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China's outward foreign direct investment: Location choice and firm ownership

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ARTICLE INFO

Keywords:

China
Chinese firms
Outward FDI
Firm ownership
Locational determinants

ABSTRACT

This article evaluates the international location decisions made by public listed Chinese firms during the period 2006–2008, using a Poisson count data regression model. Further, we categorize the firms into state-controlled and privately owned according to majority ownership. We find that the determinants of internationalization differ based on ownership. State-controlled firms are attracted to countries with large sources of natural resources and risky political environments. Private firms are more market seekers. Although all firms have strategic intent, the attraction is commercially viable technology rather than core research content. Our findings also show that existing theories can sufficiently explain the actions of private Chinese firms, but adjustments are needed to understand the behavior of state-controlled multinationals.

Academic Journals in International Business

- *Journal of International Business Studies*
 - *Journal of World Business*
 - *International Business Review*
 - *Thunderbird International Business Review*
 - *Multinational Business Review*
 - *Journal of World Trade*
 - *Journal of International Economics*
 - *Journal of International Management*
 - *World Economy*
 - *Review of International Economics*
 - *Management International Review*
 - *Harvard Business Review*
 - *Asia Pacific Business Review*
-

Assignment 2:

Listening Assignment (In/After Class) 30%

- 20 Listening exercises will be uploaded to the elearning platform. Choosing five of them
 - Listen, and write down the **key business words and phrases** mentioned in the listening exercise
 - Write a **short summary/abstract** for each exercise
 - In-Class Listening Exercise & Participation 15%
 - Listening Assignment (After Class) 10%
 - Quantity and Quality will be considered.
-

学术文献翻译要点

- 学术文献是否来自国外学术期刊论文或国际会议论文（最好是非中国人写的文章）
- 翻译内容是否与国际经济、国际贸易、国际商务等领域相关；
- 翻译是否准确反应英文原文内容
- 翻译是否符合中文语言习惯
- 翻译字数是否达标
- 翻译时需将文中引用部分如(Elgar, 2003)一同翻译，此外应包括文章标题、文中节选部分小标题等。

- This paper explores Chinese foreign direct investment (FDI) into the United States and its legal implications from an interdisciplinary perspective, with data from the first comprehensive survey of Chinese companies investing in the United States.
- 本文探讨了中国的外商直接投资(FDI)进入美国，从跨学科的法律问题的角度来看，是中国的第一个全面的调查数据公司在美国的投资。
- 本文基于对赴美投资的中国公司首次全面调查的数据为依据，从跨学科的角度分析了中国对美国的对外直接投资情况及相关法律效应。

Final exam information

- **Part I: Match each word or phrase on the left with the correct meaning on the right (10%)**
 - 10 questions

 - **Part II: Multiple Choice Questions (30%)**
(Choose the most appropriate answer and put it on your answer sheet)
 - 15 questions
-

Final exam information

- **Part III: Phrase and Sentence Translation (English to Chinese and vice versa) (25%)**
 - 10 Phrases and terms
 - 3 sentences translation
 - **Part IV Reading Comprehension or Calculation 20%**
 - Two Texts
 - **Part VI: Short Answer Questions. 15%**
 - 2 questions
-

Part I: Match each word or phrase on the left with the correct meaning on the right (Sample Questions)

1. tariff

A. Maintaining business relationships and selling information, services, and commodities by means of computer telecommunications networks

2. Dumping

B. A duty on a particular class of imports or exports

3. Electronic commerce

C. The sale of a commodity in a foreign market at less than normal value

Part II: Multiple Choice

Questions (Sample Questions)

- A limitation on the quantity of goods that may be imported into a country from all countries or from specific countries during a set period of time. The name of this non-tariff trade barrier is called_____.
 - A. Export Quotas
 - B. Import Quota
 - C. Voluntary Export Restraint
 - D. “Buy National” Restrictions
-

Methods of Instruction

Methods of Instruction	Main Contents
Lectures (<i>PPT</i> -enhanced)	<ul style="list-style-type: none">• Important topics in international business• Essential knowledge in each topic• Key terms in English
Reading Comprehension Practices	<ul style="list-style-type: none">• Textbook chapters• Journal articles (e.g. Journal of International Business Studies)• Business news and trade information, trade documents (e.g. L/C, , sales contracts)
Translation Exercises	<ul style="list-style-type: none">• English-Chinese and vice versa
Listening Exercises	<ul style="list-style-type: none">• Business News from VOA, CNN, BBC, CNBC• VOA Special: free trade agreement for east Asia and the pacific• VOA Standard: China's motor trade driven to the brink• Business News Video

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Key Terms in *Class Listening Exercise 0-1* (Special)

- Trans-pacific Partnership(TPP)
 - forward-looking
 - ratify
 - Take office
 - 跨太平洋伙伴关系协定
 - 有远见的
 - 批准
 - 就职
-

Key Terms in *Class Listening Exercise 0-2* (Standard)

- Drive to the brink
- High-revving engine
- Car dealers
- Over-reliant on
- Frantically
- A surfeit of
- haggle
- Ancillary business
- Flock to
- Bail out
- belatedly
- 达到绝望的边缘
- 高速运转的引擎
- 汽车经销商
- 过渡依赖
- 疯狂的
- 过多的
- 讨价还价
- 配套业务
- 涌到
- 保释、帮助摆脱
- 延迟地、持续的

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