SJQU-QR-JW-013（A0）

**上 海 建 桥 学 院**

\_\_\_\_\_国际贸易实务（双语）\_\_\_\_\_课程教案

周次 1 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | A brief introduction to international trade | |
| 本次授课目的与要求  Let the students understand the reasons why we should international trade and the forms of  international trade. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点   1. The reasons of international trade; 2. forms of international trade | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Reasons for international trade  Section 2 Problems Concerning International Trade  Section 3 Forms of International Trade  Exercise  Useful expressions | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.让学生以小组为单位，模拟询盘、发盘、还盘和接受 |
| 本授课单元思考题、讨论题、作业：  1 Finish the exercise in the text  2 After-class assignment: Please explain the reason why we should do international trade and give  some examples to show   1. Preview next unit | | |
| 课后反思 |  | |

周次 2 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | General Procedures of Export and Import Transaction | |
| 本次授课目的与要求  Let the students understand the reasons why we should international trade and the forms of  international trade. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1. Procedures of international trade  2. How to make negotiation  3. What is inquiry, offer, counter-offer and acceptance | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Procedures of Export and Import Transaction  Section 2 Business negotiation  Section 3 Implementation of Contract  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.让学生以小组为单位，模拟询盘、发盘、还盘和接受 |
| 本授课单元思考题、讨论题、作业：  1 Letter writing of inquiry, offer, counter-offer and acceptance  2 Finish the exercise in this unit  3 Preview next unit | | |
| 课后反思 |  | |

周次 3 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Contracts for the Sale and Purchase of International Commodity | |
| 本次授课目的与要求  Let the students understand what is a contract of international trade. What should be included basically  in a sales contract, sales information and so on? After studying this chapter, the students should know how make sales confirmation, contracts and so on. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1. What is a contract?  2. How to make English contracts of international trade  3. Clauses in both English and Chinese in contracts | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Definition of Contracts  Section 2 Formation of Contract  Clauses commonly used in contracts  Examples of Contracts (reading and translation)  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.让学生以小组为单位，合作完成如何根据相关交易磋商条款制作合同  5.让学生利用相关网站、资料和新闻报道等，查找由于合同问题而引发的交易纠纷的案例，在  小组中讨论，然后在课堂上与其他同学分析如何解决问题，以及如何避免问题的发生  6.利用启发式和互动式教学方法，让学生理解和掌握英文买卖合同中的有关条款的表达方式 |
| 本授课单元思考题、讨论题、作业：  1 Explain what is a contract in English.  2 What should be paid great attention to in making English contracts?  3 Finish the exercise in this unit  4 Preview next unit | | |
| 课后反思 |  | |

周次 4 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Trade Terms | |
| 本次授课目的与要求  Let the students understand what are the trade terms, the importance, the functions and the translation in Chinese. Explain the six main terms in details to students. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1. How to understand Incoterms  2. Differences between each term  3. Cases about trade terms | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Components of Trade Terms  Section 2 Incomterms  Section 3 Six Main Trade Terms in INCOTERMS  Section 4 Other Trade Terms  Clauses commonly used about the trade terms in contract  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.让学生以小组为单位，课后进一步讨论贸易术语的具体内容与要求  5.让学生利用相关网站、 资料和新闻报道等， 查找由于术语使用不当而引发的交易纠纷的案例，  在小组中讨论，然后在课堂上与其他同学分析如何避免问题的发生  6.利用启发式和互动式教学方法，让学生理解和掌握术语的正确使用 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the trade terms.  2 What should be paid great attention to in using these terms?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 6 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Trade Terms | |
| 本次授课目的与要求  Let the students understand what are the trade terms, the importance, the functions and the translation in Chinese. Explain the six main terms in details to students. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1. How to understand Incoterms  2. Differences between each term  3. Cases about trade terms | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Components of Trade Terms  Section 2 Incomterms  Section 3 Six Main Trade Terms in INCOTERMS  Section 4 Other Trade Terms  Clauses commonly used about the trade terms in contract  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.让学生以小组为单位，课后进一步讨论贸易术语的具体内容与要求  5.让学生利用相关网站、 资料和新闻报道等， 查找由于术语使用不当而引发的交易纠纷的案例，  在小组中讨论，然后在课堂上与其他同学分析如何避免问题的发生  6.利用启发式和互动式教学方法，让学生理解和掌握术语的正确使用 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the trade terms.  2 What should be paid great attention to in using these terms?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 7 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Quality of Commodity | |
| 本次授课目的与要求  Let the students understand the importance of the commodity quality and the methods of stipulating  commodity quality. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.The methods of stipulating commodity quality  2.Cases about commodity quality | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Quality of Commodity  Section 2 Methods of Expressing Quality of Commodity  Clauses commonly used about the quality of goods in the contract  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法，让学生理解和掌握货物品质的正确表达方式 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the methods of stipulating commodity quality in English  2 What should be paid great attention to stipulating commodity quality in English?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 8 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Quantity of Goods | |
| 本次授课目的与要求  Let the students understand the importance of the commodity quantity and the methods of calculating  units of goods, such as units of measurement, length conversion, area conversion and so on. Students  should understand how to calculate weight. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.The methods of calculating methods  2.Cases about commodity quality | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Calculating Units of Quantity of the Goods  Section 2 Methods of Calculating Weight  Clauses commonly used in quantity of goods in the contract  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法，让学生理解和掌握货物品质的正确表达方式  5.通过案例讨论方法，让学生掌握货物重量单位、面积换算、体积换算等内容的正确表达方式 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the methods of calculating units and units measurement of goods in English  2 What is more or less clause? How to use it?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 9 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Packing and Marking of Goods | |
| 本次授课目的与要求  Let the students understand the importance of packing in international trade and the methods of  packing. Students should understand how to express clearly and correctly the packing terms in the contract. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.The methods of packing  2.Cases about packing | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 The Functions of Packing  Section 2 Kinds/types of Packing  Section 3 Marking of Package  Clauses commonly used in packing  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法，让学生理解和掌握货物品质的正确表达方式  5.通过案例讨论方法，让学生掌握货物包装的重要性和正确表达方式 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the methods of packing in English  2 How to make shipping marks and packing instructions  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 10 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Price of Goods | |
| 本次授课目的与要求  Let the students understand the importance of pricing and how to price for export and import goods.  Students should also get to know the methods of pricing. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.Pricing and methods of pricing  2.Cases about pricing | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Contents of price terms  Section 2 Pricing methods  Section 3 Selection of Money of Account  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法，让学生理解和掌握货物定价方法  5.通过案例讨论方法，让学生掌握货物定价方的重要性和正确表达方式  6.让学生利用各种方式找到出口商品，了解市场，然后为新产品定价，使学生有更多自主学习  机会，并通过这种方式更好理解如何为商品定价 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the methods of pricing in English  2 How to price?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 11 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Delivery of Goods | |
| 本次授课目的与要求  Let the students understand the importance of transportation and how to ship the goods to the destination safely. Students should also know how to make shipping documents and how to give shipping terms in the contract. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.Methods of delivery  2.Shipping documents  3.Cases about delivery | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Methods of the Delivery  Section 2 Delivery Conditions  Section 3 Shipping Documents  Clauses commonly used in delivery of goods  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法，让学生理解和掌握运输方式、输运单据制作  5.通过案例讨论方法，让学生掌握货物运输方式、输运单据制作的重要性和正确表达方式  6.让学生以小组为单位，利用各种方式找到查找运输运费率，了解各国港口情况，使学生有更  多自主学习机会，并通过这种方式更好理解如何安排装运 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the shipment in English  2 How to make shipping documents?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 12 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Cargo Transportation Insurance | |
| 本次授课目的与要求  Let the students understand the importance of insurance and how to insure the import and export goods and arrange premium. Students should also know how to make insurance policy and certificate and the English explanation of various coverage. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.The kinds of insurance coverage  2.Insurance policy, etc.  3.Cases about insurance | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Marine Insurance  Section 2 Risks, Losses and Expenses  Section 3 Marine Insurance Coverage  Section 4 Insurance Value  Section 5 Insurance Premium  Clauses commonly used in cargo transportation insurance  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法，让学生理解和掌握国际货物保险的重要性和如何为货物投  保，以及保费的计算  5.通过案例讨论方法，让学生掌握如何为货物投保，如何计算保费  6.让学生以小组为单位，利用各种方式了解各国情况，使学生有更多自主学习机会，并通过这  种方式更好理解如何为货物投保 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail insurance terms in English  2 How to arrange insurance for goods?  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 13 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Payment of Goods | |
| 本次授课目的与要求  Let the students understand the importance of payment and how to choose the methods of payment.  Students should also know what is L/C and its kinds. The amendment to L/C is also important. Help students master the difficult terms of payment. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.The kinds of insurance coverage  2.Insurance policy, etc.  3.Cases about insurance | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Means of Payment in international trade  Section 2 Modes of Payment  Section 3 L/C  Section 4 Amendment to L/C  Clauses commonly used in payment  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法， 让学生理解和掌握国际货物支付的重要性和如何选择支付方  式  5.通过案例讨论方法，让学生掌握如何选择支付方式  6.让学生以小组为单位，利用各种方式了解各种支付情况，使学生有更多自主学习机会，并通  过这种方式更好掌握信用证的正确使用 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail payment terms in English  2 Understand and know the kinds of L/C  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 14 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Payment of Goods | |
| 本次授课目的与要求  Let the students understand the importance of payment and how to choose the methods of payment.  Students should also know what is L/C and its kinds. The amendment to L/C is also important. Help students master the difficult terms of payment. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.The kinds of insurance coverage  2.Insurance policy, etc.  3.Cases about insurance | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Means of Payment in international trade  Section 2 Modes of Payment  Section 3 L/C  Section 4 Amendment to L/C  Clauses commonly used in payment  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法， 让学生理解和掌握国际货物支付的重要性和如何选择支付方  式  5.通过案例讨论方法，让学生掌握如何选择支付方式  6.让学生以小组为单位，利用各种方式了解各种支付情况，使学生有更多自主学习机会，并通  过这种方式更好掌握信用证的正确使用 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail payment terms in English  2 Understand and know the kinds of L/C  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |

周次 15 第次课 学时 2 教案撰写人 王嘉怡

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| 课程单元名称 | Disputes, Claim, Arbitration | |
| 本次授课目的与要求  Let the students understand the importance of claims, complaints, arbitration, how to settle the  disputes international trade and how to avoid disputes. | | |
| 教学设计思路  本授课单元教学手段与方法：  1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站 | | |
| 本次教学重点与难点  1.How to make claims and complaints and how to settle trade disputes  2.The important terms about claims, complaints, disputes and its settlement  3.Cases about claims, complaints, disputes | | |
| 教学内容提要及时间分配 | | 教学方法与手段设计 |
| Contents  Section 1 Dispute and Claim  Section 2 Force Majeure  Section 3 Arbitration  Section 4 Litigation  Clauses commonly used in payment of purchase prices  Exercise  Case Study  Exercise  Case Study | | 1.采用多媒体教学  2.课堂讲授与课堂讨论相结合  3.利用专题学习网站  4.利用启发式和互动式教学方法， 让学生理解和掌握国际货物支付的重要性和如何选择支付方  式  5.通过案例讨论方法，让学生掌握如何投诉，抱怨，尽量避免纠纷  6.让学生以小组为单位，互相学习如何写投诉信和抱怨信  7.利用大小案例学习如何处理贸易纠纷，如和解决这些投诉和抱怨 |
| 本授课单元思考题、讨论题、作业：  1 Explain in detail the meaning of claim, complaint and settlement of disputes  3 Finish the exercise in this unit  4 Case discussions in class and after class by the students themselves  5 Preview next unit | | |
| 课后反思 |  | |