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
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| 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
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| 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 Incoterms2. 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 Incoterms2. 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 themselves5 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 |  |