

Unit 1

Step into E-commerce Age 初识电子商务

Objectives

You will be able to:

1. get the general idea of e-commerce;
2. master the use of some sentence patterns;
3. learn how to search information online.



Warming up

Listen and match the following pictures with the corresponding expressions. 

order an MP4 from 1

book a 2 ticket at home

do business with customers in a 3

4 of product

Chat Room

A



B



C



D



Unit 1



Listening and Speaking

1. Listen and learn the following words and expression.



online	<i>adv.</i>	在线地; 联网地	electronic	<i>adj.</i>	电子的
commerce	<i>n.</i>	商务; 商业	convenient	<i>adj.</i>	方便的
homepage	<i>n.</i>	首页	search bar		搜索栏
click	<i>v.</i>	点击	brand	<i>n.</i>	品牌
submit	<i>v.</i>	提交			

2. Listen to the dialogue and fill in the blanks.



Mike: Hello, Jane. _____ are you going?

Jane: I'm going to town.

Mike: What for?

Jane: Shopping. I want to _____ for my daughter Lucy. She is going to be _____ next month.

Mike: Glad to hear that. But why don't you do it _____? Electronic commerce has made our life much more _____ now.

Jane: I'd love to. But I'm not _____ it, because I have never done that before.

Mike: Just ask me and I'll teach you _____.



3. Listen to the dialogue and put the shopping procedures on Taobao in the right order.





- A. put the word “MP4” into its search bar
- B. read the detailed information
- C. click on the picture of the product
- D. submit
- E. choose the brand and price
- F. click the “Start Search” button
- G. put www.taobao.com into the URL bar
- H. click the “Add to Shopping Cart” button

4. Pair work. Listen again and discuss with your partner how to shop online.



Tips:

URL (Uniform Resource Locator) address: 统一资源定位地址

detailed information: 详细信息

“Add to Shopping Cart” button: “加入购物车” 按钮



Reading and Writing

1. Read and learn the following words and expression.



consumer	<i>n.</i>	消费者	access to	使用权; 享用权
real-time	<i>adj.</i>	实时的	stock	<i>n.</i> 股票
available	<i>adj.</i>	可获得的; 可利用的	connection	<i>n.</i> 连接
imagination	<i>n.</i>	想象	option	<i>n.</i> 选择

2. Read and get the general idea of e-commerce.



- 1) Do you often get access to the Internet?
- 2) What do people usually do online?
- 3) Why do people like shopping online?

Unit 1

The Internet provides consumers with a great number of choices. Paying bills, shopping, selling, and gaming can be done online. Access to news, real-time stock data, the latest fashion, etc. is available to anyone with an Internet connection. You can now search for the best price of an item just with the click of a mouse. The convenience offered by electronic commerce is beyond your imagination. Never before has a person had so many options at such a speed.

All these are done electronically, so people call it “electronic commerce”.



3. Read again and decide whether the following statements are true or false. Write T for true and F for false.

- 1) You can pay your bills online, just staying at home with the help of the Internet. ()
- 2) To find the best price of an item, you have to go to different stores. ()
- 3) To get access to real-time stock data, we can use the Internet. ()
- 4) Electronic commerce can offer little convenience. ()
- 5) People cannot read news from the Internet. ()

4. Read again and choose the online activities mentioned in the passage.

- | | | |
|-----------------------------------|--------------------|--------------------|
| A. access to real-time stock data | B. seeing a doctor | C. playing games |
| D. paying bills | E. travelling | F. reading news |
| | | G. watching movies |

5. Complete the following sentences by translating the Chinese into English.

- 1) The school now is able to _____ (为所有的学生提供) the chance to use computers in class. (provide... with...)
- 2) If we have an Internet connection, we can get _____ (读取我们的数据). (access to)
- 3) All the information about this book _____ (都可得到) through the Internet. (available)
- 4) For this matter, _____ (你有三种选择). (option)



6. Read and learn the following words.



website	<i>n.</i>	网站	rank	<i>v.</i>	排名; 具有……等级
index	<i>v.</i>	为……编索引	advertise	<i>v.</i>	做广告(宣传)
location	<i>n.</i>	地点; 位置	engine	<i>n.</i>	引擎

7. Read and learn how to find new customers online.



To find new customers online, you should set up a website and make sure that it ranks high in an online search on Google, Yahoo or MSN.

Then, you should have your website listed in a number of e-commerce websites that index businesses. This will lead new customers to try visiting your website.

Besides, let new customers come to you. Advertise on a local or target search engine to drive people to your website or retail location. When someone finds you through a search engine, it is likely that he or she is highly interested in your products or services. It's a great time to get that person on your customer list.



8. Complete the following tasks.



Task 1 实操训练

You are asked to search the following information about Val Technologies, Inc.

1. the company's website
2. its location
3. the business it specialises in (主营)
4. the year when it was established
5. the detailed contact information



Task 2 写作训练 (homework)

Write down all the information you have found about Val Technologies, Inc.

Unit 1



Work Online

Read and learn the procedures for searching information online.

1) Read the following steps in searching for a book online.

- Step 1** Put the website address <http://www.amazon.com> into the URL bar
- Step 2** Put “book” in the search bar
- Step 3** Click on the book icon you are interested in
- Step 4** Choose all the information on this book
- Step 5** Copy and paste it into a file, naming it “book_info”
- Step 6** Save the file in C:\My Documents\myinterestingbooks

2) Visit the website www.amazon.com. Make use of the search bar on the homepage. Try to search out a book which interests you greatly and then complete the following table with the information you find on this book.

Book Details

- 1. Name of the book: _____
- 2. Publisher: _____
- 3. Language: _____
- 4. ISBN: _____
- 5. Price: _____
- 6. Introduction: _____

利用该主页上的搜索引擎，找出一本你感兴趣的书，然后根据你查找到的有关该书的信息来完成下列的图表。



Notes

1. Notes to sentence patterns.

- 1) I'm not sure about... 对……不太确定
- 2) I wonder if... 我不知是否可以……; 我想知道是否……
- 3) put... into 输入……
- 4) provide... with... 给……提供……
- 5) drive people to your website 驱使人们访问你的网站
- 6) it is likely that... 很有可能……
- 7) be interested in... 对……感兴趣

2. Notes to difficult sentences and structures.

- 1) E-commerce has brought us a lot of convenience. For example, it enables us to book a flight ticket to London at home.
电子商务给我们带来了许多便利。例如, 它使我们在家就能订到去伦敦的机票。
us 和 a lot of convenience 均为宾语, 前者为间接宾语, 后者是直接宾语。to book a flight ticket to London 是宾语补足语。
- 2) Paying bills, shopping, selling, and gaming can be done online.
支付账单、购物、推销以及玩游戏, 这一切都可以在网上完成。
paying bills, shopping, selling, gaming 这四个并列的动词的 -ing 结构作主语。
- 3) Access to news, real-time stock data, the latest fashion, etc. is available to anyone with an Internet connection.
只要能上网, 任何人都可以看新闻、获取实时股票数据、了解最新时尚等。
名词短语 access to... 是句子的主语。
- 4) Never before has a person had so many options at such a speed.
以往还从未有人能以如此之快的速度拥有如此之多的选择。
否定副词放在句首, 句子往往需要倒装。

Unit 1

- 5) Then, you should have your website listed in a number of e-commerce websites that index businesses.

然后，你应该使你的网站被列入到那些能检索企业名录的电子商务网站中去。

have your website listed 出自于动词结构 have sth. done，故 listed 是过去分词作宾补；从句 that index businesses 充当定语，其先行词是 e-commerce websites。

Unit 2

B2B and B2C 电子商务平台

Objectives

You will be able to:

1. identify the most common e-commerce models: B2B and B2C;
2. master the use of some sentence patterns;
3. learn how to get your company or yourself registered online.



Warming up

Listen and match the following pictures with the corresponding expressions. 

buy gifts for friends on 1 websites

A



purchase raw materials at a 2 market

B



get the information about the prices with the
click of 3

C



get connected with a new customer with the
help of an 4 platform

D



Unit 2



Listening and Speaking

1. Listen and learn the following words and expressions. 

B2B	企业对企业	stand for	是……的缩写; 代表
refer to	意思是; 是指	transaction	<i>n.</i> 交易
newly-established	<i>adj.</i> 新成立的; 新建立的	raw material	原材料
create	<i>v.</i> 创建	password	<i>n.</i> 口令; 密码
guidance	<i>n.</i> 指导		

2. Listen to the dialogue and fill in the blanks. 

Victor: Henry, have you ever _____ B2B?

Henry: I do see this word here and there, but I don't know _____.

Victor: Actually, B2B stands for business to _____.

It refers to business transactions between businesses
or _____.

Henry: But why is _____ used here?

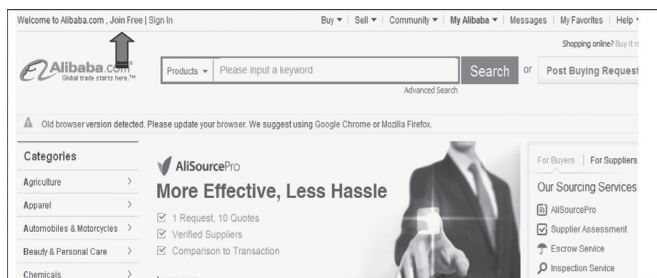
Victor: Because the pronunciation of this number is just _____ the preposition “to”.

Henry: Now I see. Many thanks for your explanation.

Victor: You're welcome.



3. Listen to the dialogue and put the registration procedures on Alibaba in the right order. 





- A. re-enter the password
- B. enter the information about your company
- C. go to the homepage of Alibaba
- D. enter your email address
- E. create your password
- F. click the button “Create My Account”
- G. find the link “Join Free”

4. Pair work. Listen again and discuss with your partner how to register on Alibaba.



Alibaba.com™ 账户注册

设置账户信息 验证账户信息

创建帐号

电子邮箱:

创建登录密码:

再次输入密码:

Tips:

Join Free: 免费注册

account registration: 用户注册

Create My Account: 创建我的账户



Reading and Writing

1. Read and learn the following words and expression.

involve	v.	涉及; 包括	large volume		大量
border	n.	边境; 边界	platform	n.	平台
digital	adj.	数字的	universal	adj.	通用的; 全世界的
interaction	n.	互动; 相互作用	enhance	v.	增强; 提高

2. Read and learn about B2B.

- 1) Do you know what B2B stands for?
- 2) Have you ever visited any B2B websites?
- 3) Could you name some B2B websites you know?

Unit 2

Business to business (B2B) dealings involve transactions in large volumes between businesses rather than the sale of goods between businesses and consumers. In general, it includes transactions across borders via import/export and global sourcing deals. Thus, B2B transactions represent a large number of activities through import/export and global sourcing which bring together buyers and sellers on a common platform of the digital world.

One of the biggest advantages that B2B marketplaces offer to both the buyers and the sellers is, to provide a universal platform for their interaction which helps to reduce costs, enhance sales and so on.



3. Read again and decide whether the following statements are true or false. Write T for true and F for false.

- 1) B2B is a kind of e-commerce model where a single person can buy a product at any time. ()
- 2) Generally speaking, B2B does not include transactions across borders via import/export and global sourcing deals. ()
- 3) Buyers and sellers can do business on a common platform of the digital world. ()
- 4) To provide a universal platform for interaction of buyers and sellers is one of the biggest advantages B2B marketplaces have. ()
- 5) B2B can help businesses reduce costs. ()

4. Read again and choose the advantages of B2B mentioned in the passage.

- | | | |
|--|-----------------------------------|--------------------|
| A. reducing costs | B. providing more varieties | C. enhancing sales |
| D. paying online | E. saving a lot of time | |
| F. easily getting connected with customers | G. providing a universal platform | |



5. Match the following Chinese on the left with their English equivalents on the right.

- 1) 大量的交易
- 2) 跨境交易
- 3) 进出口
- 4) 全球资源采购
- 5) 通用平台
- 6) 降低成本
- 7) 提高销量
- 8) 数字世界

- A) reduce costs
- B) transactions in large volumes
- C) digital world
- D) import/export
- E) enhance sales
- F) universal platform
- G) transactions across borders
- H) global sourcing deals

6. Read and learn the following words.

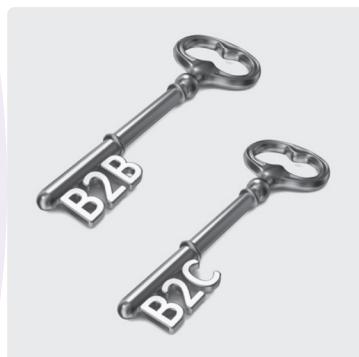
model	<i>n.</i>	模式; 模型
conduct	<i>v.</i>	实施; 进行
extremely	<i>adv.</i>	极度地; 极其地
visible	<i>adj.</i>	可见的; 明显的

e-tailing	<i>n.</i>	网络零售(业)
manufacturer	<i>n.</i>	生产商; 制造商
promote	<i>v.</i>	推(促)销; 宣传

7. Read and learn about B2C.

B2C stands for business to consumer. In this model, businesses offer their products or services to consumers rather than to other businesses, as in B2B. Today, B2C often refers to online selling of products, which is known as e-tailing. E-tailing may be conducted by either manufacturers or retailers.

Actually, any product can be e-tailed. The challenge for retailers and manufacturers in a B2C online selling environment is to get consumers to their online marketplace. This makes search engine marketing (SEM) extremely important in a B2C market. SEM promotes a website by making the site highly visible on search engines.



Unit 2

8. Complete the following tasks.



Task 1 实操训练

- 1) Visit eBay by entering the website address: <http://system.ebay.cn/sell>.
- 2) Click the button **立即开始销售**, and get to the page Welcome Sellers.
- 3) Try to find Tips for selling online on eBay.



Task 2 写作训练 (homework)

Write down Tips for selling online on eBay you find in Task 1.



Work Online

Read and learn how to register on eBay.

- 1) Try to find the page for registration on eBay as below.

The screenshot shows the eBay website's login and registration interface. On the left, under the 'Sign in' heading, there are input fields for 'Email or user ID' and 'Password'. Below these is a link for 'Forgot your password?' and a checkbox for 'Stay signed in' with the text 'Protect your privacy - sign out when you're done.' at the bottom is a 'Sign in' button. On the right, under the 'New to eBay?' heading, there is a message 'Get started now. It's fast and easy!' and a 'Register' button.



- 2) Click the **Register** button, and you'll enter the registration page. Just try creating your personal account on this page, and then fill in the following registration form.

ebay Get started with eBay

Create your personal account or [start a business account](#).

First name Last name

Email

Create your password

Confirm password

By clicking "Submit" I agree that:

- I have read and accepted the [User Agreement](#) and [Privacy Policy](#).
- I may receive communications from eBay and can change my notification preferences in My eBay.
- I am at least 18 years old.

Submit



Notes

1. Notes to sentence patterns.

- 1) get connected with sb. 与某人取得联系
- 2) Have you ever heard of...? 你有没有听说过……?
- 3) it refers to... 它是指……; 它的意思是……
- 4) not so difficult as I expected 不如我原来想象的那么难
- 5) in general 一般 (说来)
- 6) bring together... 将……聚集起来
- 7) be known as... 被称为……
- 8) either... or... 不是……就是……

Unit 2

2. Notes to difficult sentences and structures.

- 1) Business to business (B2B) dealings involve transactions in large volumes between businesses rather than the sale of goods between businesses and consumers.

企业对企业（B2B）的交易，涉及的是企业间的大宗买卖，而非企业与消费者之间的商品售卖。

rather than 意思是“而不是”。

- 2) One of the biggest advantages that B2B marketplaces offer to both the buyers and the sellers is, to provide a universal platform for their interaction which helps to reduce costs, enhance sales and so on.

B2B 市场给买卖双方提供的最大的便利之一就是给他们提供一个可以互动的通用平台，该平台有助于降低成本，提高销量等等。

该句的主语是 one of the biggest advantages，定语从句 that B2B marketplaces offer to both the buyers and the sellers 修饰 advantages。不定式 to provide a universal platform for their interaction 是表语，后面的 which 引导的是定语从句。

- 3) The challenge for retailers and manufacturers in a B2C online selling environment is to get consumers to their online marketplace.

在企业对消费者的在线销售环境中，零售商与生产商所面临的挑战是如何促使消费者光顾他们的网络市场。

该句的主语是 the challenge，介词短语 for... 是定语，修饰主语；不定式 to get... 是表语。

- 4) This makes search engine marketing (SEM) extremely important in a B2C market.

这使得搜索引擎营销（SEM）在企业对消费者的市场中显得极其重要。

this 是主语；谓语动词 makes 的宾语是 search engine marketing，extremely important 充当宾语补足语。

Unit 3

Online Marketing 网络营销

Objectives

You will be able to:

1. get the general idea of online marketing;
2. master the use of some sentence patterns;
3. learn how to sell online.



Warming up

Listen and match the following pictures with the corresponding expressions.



prepare for selling 1 online

offer a low 2

complete the sales information about 3

an 4

A



B



Online Store

C



D



Unit 3



Listening and Speaking

1. Listen and learn the following words and expressions.



marketing	<i>n.</i>	营销	method	<i>n.</i>	方式; 方法; 手段
expert	<i>n.</i>	专家	sales window		销售窗口
popular	<i>adj.</i>	受欢迎的; 流行的	issue	<i>v.</i>	发布
sales information		销售信息	prepare for		为……做准备
jewellery	<i>n.</i>	首饰; 珠宝	description	<i>n.</i>	描述

2. Listen to the dialogue and fill in the blanks.



Sam: Online marketing is an important method for business _____, right?

Kelly: You mean you want to _____ on the Internet, don't you?

Sam: Yes. I have many _____ to ask since you are an expert.

Kelly: OK. Just _____.

Sam: What should I do first?

Kelly: It is _____ to find a good website. The website is used as your _____, so it must be very _____. And then issue your _____ on that website.



3. Listen to the dialogue and tick off the tips Kelly mentioned on online sales.





- A. selling jewellery online ☐
- B. choosing Yahoo as the sales window ☐
- C. opening an online store ☐
- D. issuing the sales information ☐
- E. opening a local store ☐
- F. giving a good description of the products ☐
- G. visiting Kelly once a month ☐
- H. finding a popular website ☐

4. Pair work. Listen again and discuss online marketing with your partner.



Tips:

open an online store: 开网上商店

issue sales information: 发布销售信息

description of products: 产品描述



Reading and Writing

1. Read and learn the following words and expression.

spread v. 传播; 散布
 collect v. 收集; 采集
 focus on 集中于; 重点落在
 prefer v. 更喜欢; 更愿意接受

distribute v. 配送; 分发
 feedback n. 反馈
 traffic n. 流量

2. Read and get the general idea of online marketing.

- 1) Have you sold anything online?
- 2) What kind of information are you usually interested in online?
- 3) Why do some people prefer some particular brands?

Unit 3

Online marketing takes the Internet as a method to spread information, advertise, promote, sell and distribute products or services and so on. This involves using websites and emails to inform customers about a product, collect their feedback, and accept their orders directly through the electronic commerce platform.

Online marketing activities are generally focused on two goals: increasing traffic to your website and enhancing the value of your brand, which encourages consumers to always prefer your brand to others.



3. Read again and decide whether the following statements are true or false. Write T for true and F for false.

- 1) Through the Internet, you can spread information, advertise, promote, sell and distribute products or services. ()
- 2) Emails can be used to inform customers about a product, but not to collect their feedback. ()
- 3) Customers can send their orders directly through the electronic commerce platform. ()
- 4) Increasing traffic to your website is one of the goals that online marketing tries to achieve. ()
- 5) The subject of this passage is how to encourage consumers to buy a particular brand. ()

4. Read again and choose the marketing activities mentioned in the passage.

- | | | |
|--------------------------------------|-----------------------------------|---------------------------|
| A. going outing | B. spreading information | C. cutting down the price |
| D. increasing traffic | E. collecting customers' feedback | F. watching TV |
| G. distributing products or services | | |



5. Match the following Chinese on the left with their English equivalents on the right.

- 1) 将某事告知 / 通知某人
- 2) 直接接受订单
- 3) 作为一种传播信息的手段
- 4) 重点通常落在……
- 5) 配送产品或服务
- 6) 电子商务平台

- A) as a method to spread information
- B) distribute products or services
- C) inform sb. about sth.
- D) accept orders directly
- E) electronic commerce platform
- F) be generally focused on...

6. Read and learn the following words and expressions.

profit	<i>n.</i>	利润
item	<i>n.</i>	商品; 货物
delivery service		送货服务
effectively	<i>adv.</i>	有效地

achieve	<i>v.</i>	取得; 达成
reliable	<i>adj.</i>	可靠的
deal with		处理; 对付
fail	<i>v.</i>	失败

7. Read and learn how to succeed in doing business online.

What do you need to do to create a successful business online? In my opinion, there are two major elements—sales and profits.

You need to achieve lots of sales. But how? First of all, you must have a good website, and the website needs to be easy and friendly to use. It needs to provide lots of information about the items you are selling. The prices need to be reasonable. And then, once a customer orders something from your website, you need to offer a fast and reliable delivery service. If anything goes wrong, it is important to have an excellent customer service team dealing with the problems promptly and effectively.



Unit 3

Second, you must make profits. Many companies run online businesses but some of them never made any profits and finally failed. So, plan ahead before stepping into this field.

8. Complete the following tasks.



Task 1 实操训练

Try to find the video on how to display products on Alibaba by the following steps:

1. go to the homepage: www.alibaba.com;
2. from the pull-down menu (下拉菜单)

Sell, select **Supplier Membership**;

3. from the pull-down menu **Learning Centre**, select **Quick Start**;

4. find [How to Display Products on Alibaba.com](#) on this page;

5. find the linked word [Video](#). Click it and you'll find the video;

6. play the video.



Task 2 写作训练 (homework)

Complete the following information after you watch the video.

The first step to be found 1) _____
_____ is to display your 2) _____.

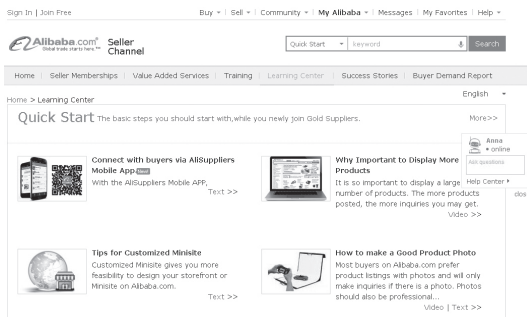
The more products you display, 3) _____
_____. Your Gold Supplier Membership gives you 4) _____ with first-level priority listing. So, make sure you list 5) _____
_____ to maximise your business opportunities.



Work Online

Read and learn how to sell on Alibaba.

- 1) Visit the website www.alibaba.com. From the pull-down menu **Sell**, select **Learning Centre**. Try to find the following page.





2) Then click the linked word Quick Start to find the Related Topics listed below. Now match the pictures on the left with the correct topics and the brief introduction you may find there.

1



Site Design on Alibaba.com

To make your premium online storefront more attractive and professional to your potential buyers, you can customise it by...

A

2



How to Manage Messages and Contacts

The Message Centre in My Alibaba is a communication management tool that gives you an easy and efficient way to track the messages...

B

3



How to Make a Good Product Photo

Most buyers on Alibaba.com prefer product listings with photos and will only make inquiries when there is a photo...

C

4



Group and Sort Products

Product Groups allow you to categorise products. This helps potential buyers browse your products more efficiently.

D

5



Using Trade Manager

Trade Manager is Alibaba.com's instant messenger tool that lets potential trade partners know you're online and ready to...

E



Notes

1. Notes to sentence patterns.

- 1) I have been busy preparing for... 我忙着为……做准备
- 2) it is necessary to do sth. 有必要做某事；做某事是必要的
- 3) be used as... 被用作……
- 4) give a description of sth./sb. 描述某物或某人
- 5) take... as... 将……当作（视为）……
- 6) encourage sb. to do sth. 鼓励某人做某事

Unit 3

7) in one's opinion 依某人之见；在某人看来

2. Notes to difficult sentences and structures.

- 1) Online marketing takes the Internet as a method to spread information, advertise, promote, sell and distribute products or services and so on.

网络营销将互联网当作是传播信息、广告宣传、促销、销售和配送产品或服务的一种手段。介词短语 as a method 是宾语补足语；后面的 5 个不定式 to spread information, (to) advertise, (to) promote, (to) sell and (to) distribute products or services 均为定语，修饰 a method。

- 2) Online marketing activities are generally focused on two goals: increasing traffic to your website and enhancing the value of your brand, which encourages consumers to always prefer your brand to others.

网络营销活动通常注重两个目的：增加你网站的流量（点击率）和提升你的品牌价值。品牌价值的提升，会鼓励客户一直购买你的品牌，而不是其他品牌。动名词短语 increasing... 和 enhancing... 是 two goals 的同位语；which 引导的是非限制性定语从句，其先行词是 enhancing...。

- 3) It needs to provide lots of information about the items you are selling.

它必须能为你所销售的物品提供大量的信息。
you are selling 是定语从句，修饰 items。

- 4) And then, once a customer orders something from your website, you need to offer a fast and reliable delivery service.

然后，一旦有人从你的网站上订购物品，你就必须提供快速可靠的送货服务。
once 是连词，相当于 as soon as，意为：一旦……就……，引导的是时间状语从句。