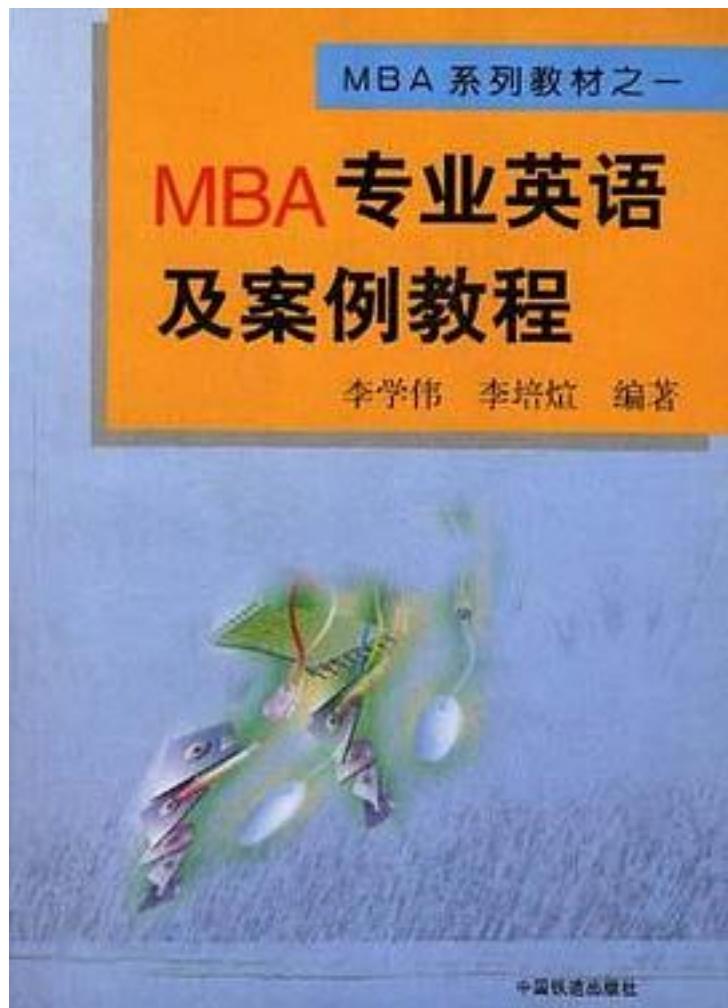


# MBA专业英语及案例教程



[MBA专业英语及案例教程 下载链接1](#)

著者:

出版者:中国铁道出版社

出版时间:1998-10

装帧:平装

isbn:9787113031589

内 容 简 介

本书为工商管理硕士研究生（MBA）专业英语及课堂案例分析的参考教材，内容涉及该专业的各个方面或领域的基本内容、论题、案例材料和练习等，目的在于加强研究生在MBA专业方面的英语案例分析、读写及口语交流能力，以适应目前国内外学术交流与社会发展对专业英语能力的需要，以及培养运用英语进行案例分析的实践能力；内容主要包括企业战略管理、国际贸易战略、管理科学与工程、市场营销策略、经济与发展、金融业务简介、信息系统管理、会计基本常识、系统工程概论和人力资源开发管理等方面的典型专业词汇、论题及案例材料等。

该教材为MBA学生专业英语及案例教材，也可供工商、企业、管理类工程技术人员、干部和相关专业教师参考。

作者介绍：

## 目录: 目录

UNIT ONE Management Science and Engineering

### 管理科学与工程

1 Professional Words and Phrases (专业词汇与词组)

2 Text Problem—Solving Models in Management Science  
(管理科学解题模型)

3 Interpretation Exercises (口译练习)

4 Reference Answers to Interpretation Exercises (口译练习参考答案)

5 Topics for Writing and Discussions (讨论与写作练习)

6 Supplementary Reading Materials or Cases  
(补充阅读案例或材料)

1. Linear Programming Model (with a Case Incident) (线性规划模型及案例)

2. What is Organizational Behavior (with a Case Incident) (什么是组织行为学)

3. Open Access to Infrastructure Capacity: the Gateway to Competitive Markets  
(A Case from Swedish Railway) (开放基础设施通往竞争市场的大门)

4. Turning Technical Groups into High-performance Teams (an Organizational Case)  
(实现从技术组织向高执行小组的转变)

5. Continuous Improvement Planning (a Case Study) (持续改进规划)

UNIT TWO Economic Development

### 经济发展

1 Professional Words and Phrases (专业词汇与词组)

2 Text Joint Ventures and Management (合资企业管理)

3 Interpretation Exercises (口译练习)

4 Reference Answers to Interpretation Exercise (口译练习参考答案)

5 Topics for Writing and Discussions (讨论与写作论题)

6 Supplementary Reading Materials or Cases (补充阅读案例或材料)

1. Trade Reform and Uniform Import Tariffs (a Case of the Chilean Experience)  
(贸易改革和统一进口关税经验案例)

2. Systems and Administrative Matters of Joint Ventures

(合资企业体制与事物管理)

3. The General Agreement on Tariffs and Trade (GATT) (关贸总协定)

4. National Income (国民收入)

5.Macroeconomics: RelationswithMicroeconomics  
(宏观经济: 与微观经济的关系)

UNITTHREE HumanResourcesandManagement

人力资源开发与管理

1ProfessionalWordsand Phrases (专业词汇与词组)

2Text RewardingSystems (奖励机制)

3InterpretationExercises (口译练习)

4ReferenceAnswerstoInterpretationExercises (口译练习参考答案)

5TopicsforWritingandDiscussions (讨论与写作论题)

6 SupplementaryReadingMaterialsorCases (补充阅读案例或材料)

1.LeadershipArts (领导艺术)

2.How toMotivatePeople (如何激励人们工作)

3.PerformanceEvaluation (表现评估)

4.DeterminingtheLaborSupply (确定劳力供应)

5.ManpowerDemandForecasting (人力需求预测)

6.TrainingandDevelopmentPrograms (培训与发展规划)

UNITFOUR StrategicManagementofEnterpris

企业战略管理

1ProfessionalWordsandPhrases (专业词汇与词组)

2Text StrategicManagementStyles (战略管理的风格)

3InterpretationExercises (口译练习)

4ReferenceAnswerstoInterpretationExercises (口译练习参考答案)

5TopicsforWritingandDiscussions (讨论与写作论题)

6suPplementaryReadingMaterialsorCases (补充阅读案例或材料)

1.TopManagement (高层管理)

2.IstheAsianCrisisOver? (亚洲经济危机过去了吗?)

3.MergersandAcquisitionsInstateEnterPrises: ExpectanciesandDeviations  
(国有企业的兼并重组: 期望与偏差)

4.strategicManagementandstrategicPlanning (战略管理和战略规划)

5.TheBigPowerofLittleIdeas (小主意办大事)

UNITFIVE IntroductiontoMarketing

市场营销

1ProfessionalWordsandPhrases (专业词汇与词组)

2Text BasicConceptofMarketing (营销基本概念)

3InterpretationExercises (口译练习)

4ReferenceAnswerstoInterpretationExercises (口译练习参考答案)

5TopicsforWritingandDiscussions (讨论与写作论题)

6SupplementaryReadingMaterialsorCases (补充阅读案例或材料)

1.BuyerBehaviorandMarketSegmentation (消费者习惯与市场细分)

2.UrbanPublicTransport: fromRegulationandMonopolytoDeregulationand  
Competition (城市公共交通: 从管制和垄断走向放松管制与竞争)

3.AchievingtheSaleandKeepingtheCust0mers (获取销售量与争取顾客)

4.EvaluatingMarketsandForecastingSales (市场评估与销售预测)

5.Placing (分销)

UNITSIX ManagementInformationsystems

管理信息系统

1ProfessionalW0rdsandPhrases (专业词汇与词组)

2TextBasicC0nceptofMIS (管理信息系统的基本概念)

3InterpretationExercises (口译练习)

4ReferenceAnswerstoInterpretati0nExerciSes (口译练习参考答案)

5TopicsforWritingandDiscussi0ns (讨论与写作论题)

6SupplementaryReadingMaterialsorCases (补充阅读案例或材料)

1.DSS, ESandEvaluati0n (DSS, ES和评价)

2.TheSystemDeve10pmentProcess (系统的开发过程)

3.Kn0wledge Requirements for an Intelligent Decision System (IDS)  
(智能决策系统的知识需求)

4.Managing Information Systems: Three Key Principles for General Managers  
(管理信息系统：总经理的三项关键原则)

5.The Information Society—the EU Framework (信息社会—欧盟体制)  
UNIT SEVEN Introduction to Financial Concept

金融概念

1 Professional Words and Phrases (专业词汇与词组)

2 Text Collecting Cash (现金收集)

3 Interpretation Exercises (口译练习)

4 Reference Answers to Interpretation Exercises  
(口译练习参考答案)

5 Topics for Writing and Discussions (讨论与写作论题)

6 Supplementary Reading Materials or Cases (补充阅读案例或材料)

1. Fast—Rising Stock Markets (快速增长的股市)

2. Money Market (货币市场)

3. Capital Market (资本市场)

4. Foreign Exchange Risk (外汇风险)

5. Leasing (租赁)

UNIT EIGHT International Trade and Strategies

国际贸易与战略

1 Professional Words and Phrases (专业词汇与词组)

2 Text Trade Barriers (贸易障碍)

3 Interpretation Exercises (口译练习)

4 Reference Answers to Interpretation Exercises (口译练习参考答案)

5 Topics for Writing and Discussions (讨论与写作论题)

6 Supplementary Reading Materials or Cases (补充阅读案例或材料)

1. Basic Trade Terms (基本贸易术语)

2. The Finance of International Trade (国际贸易金融)

3. Improving Trading Process with EDI (用EDI改进交易过程)

4. How US Businessmen Make Foreign Investment Decisions  
(美国商人是如何进行国外投资决策的)

5. Setting of Trade Disputes (解决贸易争端)

UNIT NINE Basic Concept of Accounting

会计基本概念

1 Professional Words and Phrases (专业词汇与词组)

2 Text Contents of Balance Sheet (资产负债表)

3 Interpretation Exercises (口译练习)

4 Reference Answers to Interpretation Exercises (口译练习参考答案)

5 Topics for Writing and Discussions (讨论与写作论题)

6 Supplementary Reading Materials or Cases (补充阅读案例或材料)

1. Accounting and changing Prices (会计与价格变化)

2. The Conventions of Contemporary Accounting (现代会计惯例)

3. Intangible Assets (无形资产)

4. Cost Accounting (成本会计)

5. Liabilities (负债)

UNIT TEN Systems and System Engineering

系统与系统工程

1 Professional Words and Phrases (专业词汇与词组)

2 Text Intelligent Transportation Systems  
(智能交通系统简介)

3 Interpretation Exercises (口译练习)

4 Reference Answers to Interpretation Exercises (口译练习参考答案)

5 Topics for Writing and DiscussionS (讨论与写作论题)

- 6SupplementaryReadingMaterialsorCases (补充阅读案例或材料)
- 1.SystemsEngineeringMethodology (系统工程方法论)
  - 2.SuccessfulBusinessSystemsEngineering (成功的商业系统工程)
  - 3.SustainableTransportandEconomicDevelopment (可持续交通与经济发展)
  - 4.TheDevelopmentofTransportationSystems (交通系统的发展)
  - 5.LearningEngineeringEconomy (工程经济学习)

参考文献

• • • • • (收起)

[MBA专业英语及案例教程 下载链接1](#)

标签

评论

[MBA专业英语及案例教程 下载链接1](#)

书评

[MBA专业英语及案例教程 下载链接1](#)