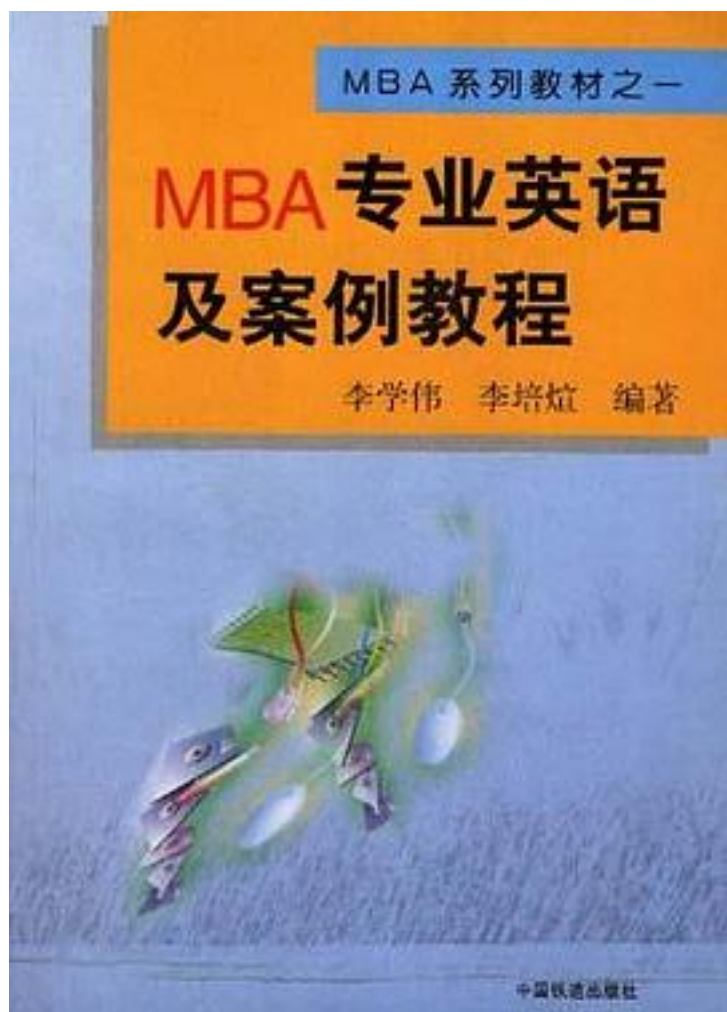


MBA专业英语及案例教程



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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:

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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)

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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)

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UNIT TWO Economic Development

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

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(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: Relations with Microeconomics (宏观经济: 与微观经济的关系)

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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. Leadership Arts (领导艺术)

2. How to Motivate People (如何激励人们工作)

3. Performance Evaluation (表现评估)

4. Determining the Labor Supply (确定劳力供应)

5. Manpower Demand Forecasting (人力需求预测)

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UNIT FOUR Strategic Management of Enterprise

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

2 Text Strategic Management Styles (战略管理的风格)

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1. Top Management (高层管理)

2. Is the Asian Crisis Over? (亚洲经济危机过去了吗?)

3. Mergers and Acquisitions in State Enterprises: Expectancies and Deviations (国有企业的兼并重组: 期望与偏差)

4. Strategic Management and Strategic Planning (战略管理和战略规划)

5. The Big Power of Little Ideas (小主意办大事)

UNIT FIVE Introduction to Marketing

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

2 Text Basic Concept of Marketing (营销基本概念)

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2. Urban Public Transport: from Regulation and Monopoly to Deregulation and Competition (城市公共交通: 从管制和垄断走向放松管制与竞争)

3. Achieving the Sale and Keeping the Customers (获取销售量与争取顾客)

4. Evaluating Markets and Forecasting Sales (市场评估与销售预测)

5. Placing (分销)

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2 Text Basic Concept of MIS (管理信息系统的基本概念)

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

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1. DSS, ES and Evaluation (DSS, ES和评价)

2. The System Development Process (系统的开发过程)

3.Knowledge 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

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

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2.Money Market (货币市场)

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4.Foreign Exchange Risk (外汇风险)

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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)

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

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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)

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(智能交通系统简介)

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6SupplementaryReadingMaterialsorCases（补充阅读案例或材料）
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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.LearningEngineeringEconony（工程经济学习）
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