

<<国际商务管理>>

图书基本信息

书名：<<国际商务管理>>

13位ISBN编号：9787040296372

10位ISBN编号：7040296373

出版时间：2011-3

出版时间：徐小贞、张丽莲、杨文明 高等教育出版社 (2011-03出版)

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页数：244

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### 内容概要

《国际商务管理（英文版）》的编写借鉴英国国家职业资格证书（NVQ）教育科学的教学指导思想、先进实用的育人理念、以学生为中心的教学方法、模块化的教学方式、重在过程的多元化教学评价、强调就业能力的素质教育实践，从选材、体例到评价都体现了国际上先进的职业教育理念。

《国际商务管理（英文版）》率先应用多元化评价体系，教材中配备了操作性强、评估标准明确的“教学评估指导”，要求教学双方实施评估标准、内容、形式、方法、主体、时段的多元化。多元化评估有利于客观地评估学生的职业能力和促进学生持续地学习，培养学生良好的自学能力和自我评价能力。

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## 章节摘录

版权页：插图：This first phase of the project life cycle involves the identification of a need, problem, or opportunity and can result in the customer's requesting proposals from individuals, a project team, or organizations (contractors) to address the identified need or solve the problem. The need and requirements are usually written up by the customer in a document called a request for proposal (RFP). Through the RFP, the customer then asks individuals or contractors to submit proposals on how they might solve the problem, along with the associated cost and schedule. A couple who need a new house may spend time identifying requirements for the house——size, style, number of rooms, location, maximum amount they want to spend, and date by which they would like to move in. They may then write down these requirements and ask several contractors to provide house plans and cost estimates. A company that has identified a need to upgrade its computer system might document its requirements in an RFP and send it to several computer consulting firms. Not all situations involve a formal RFP, however. Needs often are defined informally during a meeting or discussion among a group of individuals. Some of the individuals may then volunteer or be requested to prepare a proposal to determine whether a project should be undertaken to address the need. Such a scenario might be played out when the management of a hospital wants to establish an on-site day care center for the children of its employees. The management team or a specific manager may write down the requirements in a document and give it to an internal project team, which in turn will submit a proposal for how to establish the center. In this case, the contractor is the hospital's own internal project team, and the customer is the hospital's manager or, possibly, board of directors. It is important to define the right need. For example, is the need to provide an on-site day care center, or is it to provide child care for the children of the hospital's employees? Is “ on-site ” necessarily part of the need?

编辑推荐

《国际商务管理》：普通高等教育“十一五”国家级规划教材,国际商务系列英语教材。

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