

<<管理学专业英语教程（第三版.下）>>

图书基本信息

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内容概要

《普通高等教育“十一五”国家规划教材·大学专业英语系列教材：管理学专业英语教程（下）（第3版）》的重点还是在语言层次上，而不是在专业内容上，因此我们并不强调管理专业内容的完整性和系统性。

在语言上我们强调对学生综合能力的培养，强调语言和专业的结合。

此次修订我们增加了“英语口语”这一栏目，从“功能”和“情景”这两个方面来加强学生的口语表达能力。

同时适当地增加了练习量，主要还是考查学生掌握主旨大意的能力。

便于使用。

每篇阅读材料都配有词汇（超出《大学英语课程教学要求》中的“一般要求”）、注释以及练习。

附录里有每一课的中文译文以及练习答案，便于教学及自学。

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章节摘录

Perhaps more significant is the fact that the results of research work , within a proper but limited scope , are expressed in terms similar to those employed for the broader study of business operations. For example : Objectives are stated as : achieve minimum queues , or maximize profit. Phenomena are isolated and characterized. Relationships among phenomena are explicitly stated. Analytical or enumerative types of models or systems are designed to represent the situation under study-conclusions are reached , matters arranged , and objectives achieved. Consequently when employing the narrow view of the subject matter , it is easy , insidiously easy , to jump to the conclusion that all operations are constituted in ways similar to basically routine operations , and similarly are amenable³ to scientific arrangement in the narrow sense. A Business as a System It appears likely that a business can perhaps be best represented and described as some kind of system. It takes little investigation or reflection to realize that this is not the same as the system of the Electrical Engineer or the Mathematician. It is rather an unusually elusive⁴ system of people and ideas. People observe , decide , regulate , and through this process obtain results-results that satisfy or dissatisfy people-those in the system , their neighbors , their customers. Thus it seems inevitable that there is a need to describe the behavior of people. If it were possible to describe : 1. How men would act under a given set of circumstances; 2. How men can then be manipulated to achieve a certain result , then mechanistic systems could be built of much larger scope , and they would make sense. But , fortunately or unfortunately , the real life systems are somewhat differently constituted. Not only do people in such systems observe , decide , regulate , and resist being manipulated-but the manner of these acts are themselves based upon the assumptions , beliefs , knowledge , concepts of value and collective acquiescences of these people. There is really a paradox⁶ here. For : 1. Are the simple assumptions researchers make about objective functions (such as maximizing profit) truly representative of what men seek with the systems they have created? 2. If such a function is assumed as representative , can one discover how men should behave to achieve such an objective? 3. If such optimal behavior is then disclosed , either directly or through the actions of Managers or Management Scientists who are in the know , will not there arise in the very minds of those men who are to acquiesce the inevitable question , "Ought we to act this way?" Note that the "ought" is not exclusively a moral "ought" either. It may be based upon habit , convictions about the future , faith in Management Science , or how much time a man should devote to his job. At this point the system can then begin to change and the principles we so hopefully have described as a result of our studies may no longer be representative. Thus it appears that process of observing a business system , deriving the attendant requirements for improving or modifying it , and disclosing results in some form may (and probably will) influence , for better or for worse , what has been observed. But in fact , unless the people in the business change their assumptions , objectives , beliefs and knowledge , there can be no hope of achieving maximization , minimization or optimization of even those simple objective functions which Management Scientists sometimes believe are the true objectives of values in a business or its parts. The important point here is that while men are components in these systems , one cannot study them as though they were transducers³ , sensors⁴ or computers-as depersonalized⁵ elements of the system alone. They live within that system and outside that system; they have beliefs within and without the system; their actions , or even lack of actions , both purposeful and accidental , affect the system's design and performance.

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