

<<商务基础>>

图书基本信息

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作者：马克·弗农

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内容概要

本系列丛书被设计成开放式结构：编者将根据读者的反馈逐渐地出版更多的切合中国读者需求的好作品。

丛书知识性和趣味性并重，英文通俗易懂，适合大学本科低年级学生、高职高专学生阅读。

这本《商务基础--概念篇(注释版)》(作者马克·弗农)是该系列中的一册。

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The Master of Business Administration degree , of tensesen as the definitive qualification for aspiring managers. MBAs have developed out of the demand from usually ex-perienced business practitioners for a postgraduate academiccourse that teaches the assorted disciplines wluch together makeche sCience of management.Courses typically take between oneand two years , depending on whether they are full or part-time.Entry qualification in the US , at least , is based upon GMAT (Graduate Management Admission rfest) , a written test in Eng-lish of over three hours that assesses comprehension , arithmeticand analytical skills. Hindle reports that the growth of MBAs stems from achange in the belief that managers are born to the convictionthat they can be made. The number of MBA courses grew fast : in the UK there are over 100 to date. And the number ofMBAs , as graduates of the courses are called , has explodedLoo : in the us tens of thousands are produced every year. How-ever , the status of the MBA is changing. It is no longer seen asa guaranteed ticket to a highly paid job as it was in the 1980s.Research shows that businesses are increasingly looking not forleamt skills sets in their managers , but for an ability to learnhow to cope with rapidly changing , globally competitive mar-kets. MBA courses are changing as a result. Even in their boom years , MBAs did not have a monopolyin business education. In Japan there is no such thing as anMBA and neither do they carry the kudos that a graduate fromthe UK or America would hope. In many parts of Europe , busi-ness studies can be taken at many levels too , though academicMBA equivalentents are rare. Here , industry-based education ispreferred.

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