

<<经典管理案例>>

图书基本信息

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### 内容概要

为了提高我国高等教育的国际竞争能力，教育部早在2001年8月就印发了《关于加强高等学校本科教学工作提高教学质量的若干意见》的通知（教高[2001]4号），文件强调，“按照‘教育面向现代化、面向世界、面向未来’的要求，为适应经济全球化和科技革命的挑战，本科教育要创造条件使用英语等外语进行公共课和专业课教学”该文件还大力提倡编写、引进和使用先进教材。教育部[2005]1号文件《关于进一步加强高等学校本科教学工作的若干意见》中又进一步明确提出，要提高双语教学课程的质量，继续扩大双语教学课程的数量。为响应国家教育部的要求，全国各大高校纷纷以各种形式开设双语课程，通过几年的探索和实践，各高校对双语教学的涵义有了更明确的认识，也积累了一些教学经验。

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## 章节摘录

## ( 3 ) Strategic management ( overall upgrading, development by expansion ) Upgrading strategy

Strategic management is the overall and long-term planning made by the enterprises in order to fit the future changes of the environment and gain longevity and stable development. Software industry is one of the fastest developing industries, with changes every day. Under that kind of circumstance, software companies must keep on innovation so as to meet the demands of customers. In order to better serve the user, Yongyou continually upgrades itself. The capacity upgrade can be divided into three aspects : the first is the capacity of commitment delivery ; the second is that of establishing customer trust ; the third is that of customer added value. Commitment delivery depends on mature products, excellent execution and service, perfect project supervision and promotion, necessary customerization R&D capacity and industrial application R&D capacity. Commitment delivery capacity is a comprehensive capacity and core capacity as well. The 2001 upgrade of Yong you is aimed at upgrading these key capacities, thus bringing customer trust and added value for customers.

I . Yong you EMS product upgrade In 2001, Yong you launched a variety of new products and application solution packages. According to Yong you, there are two bottlenecks in the in for matization of enterprises : one is the capacity of the provider of the in for matization solution package, and the other is the users recognition of upgrading management level and its determination to realize it. The latter will make progress along with Chinas entry into WTO and the governments urge to build in for matization. However, without enough application needs or accumulation of R&D experiences, it is very difficult to make breakthroughs in product R&D. Yong you launched several new products and solution packages in one year because it leverages its rich experience of customer communication, reservoir of management research and technology cooperation brought about by capital advantage.

II. Product R&D and upgrade of operation technology Yong you has always been sticking to the principle that they make continual innovation and assume the leading position in technology. Its technological upgrades are manifold : total transfer from product to network application, being the first to launch B/S version management software based on JAVA platform, and being the first to launch network finance software and management software in ASP pattern. In 2001, on the basis of JAVA technology storage and application, Yong you introduced Yong you NC enterprise application package based on J2EE platform. This product is a perfect combination of technology and management-combining the technological framework with centralized management thinking. It assumes a leading position all over the world and best interprets the notion that "software advancement promotes management advancement".

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