

英语专业工商管理双语教学教材系列

HUMAN RESOURCE MANAGEMENT

人力资源管理

第4版

JEFF MADURA

[美] 杰夫·马杜拉 著

 人民邮电出版社
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◆ 作者 [美] 杰夫·马杜拉

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丛书总序

进入 21 世纪, 全球化现象越来越普及, 国际间的经贸往来日益频繁、深入, 这对外语教学, 尤其是英语教学提出了新的要求。以往的英语专业方向以英语语言学、英语文学为主, 语言知识和交际技能局限于日常生活语言和语境。由于缺少专业知识, 即使语言能力较好的学生也不能胜任商务、金融等领域的对外交流工作, 社会急需既精通普通英语又掌握专业英语和专业知识的“复合型”人才。针对这一现象, 很多高校开设了商务英语类专业, 专业课程设置体现“英语+专业”的“复合型”人才培养规格。

虽然商务英语类专业近几年发展很快, 设置此专业的高校增多, 但就课程建设而言还存在很多问题。国内一些高校的商务英语类专业和开设商务类课程的英语专业的课程设置表明: 很多商务英语类课程在实践中一般采取专业课程教学模式、专业双语教学模式或专业英语教学模式。专业教学模式指英语专业聘请各专业院系教师讲授专业知识的教学模式, 授课语言是中文, 优点是教师专业知识扎实, 缺点是没有与英语专业很好结合。专业双语教学模式指使用英语教材采取双语授课的教学模式, 优点是“英语+专业”符合商务英语类专业的人才培养规格, 缺点是现有教材的专业知识内容过深, 英语专业的教师不能很好地把握专业知识, 教师感觉难教, 学生感到难学。专业英语教学模式指讲授特殊用途英语, 即“一般工作环境下使用英语的沟通技巧”, 如商务英语等。此类课程很具应用价值, 但教学重点偏重专业英语的知识和能力, 仍是语言技能类课程, 专业知识涉及较少, 不利于构建学生的专业知识体系。

商务方向是我国英语专业教学改革和发展的主要专业方向, 社会对商务方向的英语人才需求较多, 商务英语类专业的课程建设和教材建设成为关注焦点。市场调查表明: 目前市场上可供选择的商务类

英语专业教材种类不多, 很多课程没有合适的教材。虽然, 近年来国内许多出版社引进了诸多工商管理类教材, 但是大多数引进的原版专业教材多为工商管理专业用书, 部头较大, 不适合第二语言学习者学习。

教材建设是丰富应用英语课程, 培养具有应用能力的“复合型”英语人才的关键。为解决商务英语课程建设中的教材问题, 丰富教材种类, 调节教材难度, 人民邮电出版社从美国高校商务类课程中精选了一套经典教材, 并根据难度和教学需要摘编组合, 出版了适合我国专业双语教学的教材。

本系列教材主要有以下几个特点: (1) 教材种类丰富。本系列教材首批推出 7 本商务知识双语教材, 组成“英语专业工商管理双语教学教材系列”, 包括《管理》(Jeff Madura 著)、《运营管理与创新》(David Needle 著)、《市场营销》(Louis Boone & David Kurtz 著)、《会计与财务管理》(Jeff Madura 著)、《人力资源管理》(Jeff Madura 著)、《商业伦理与社会责任》(Jeff Madura 著) 以及《创办新企业》(Jeff Madura 著), 国内同类题材教材较少。(2) 版本较新。本系列教材选摘自国外最新教材, 内容涵盖了相应学科的最新理念和最新的真实案例。(3) 内容规范、简洁, 语言难易得当, 适合双语教学。本系列教材简要地概述了各职能领域最重要的基本概念、基本原理和主要理论, 在每本书后加入了这门学科的相关重要术语, 并对术语的词头进行了中文释义。

对于商务英语类专业的双语教学来说, 该系列丛书内容详略得当, 语言准确流畅, 是一套值得信赖的英语专业工商管理双语教学的系列教材。希望此系列教材能够丰富商务英语类专业的课程设置, 满足广大师生的需求, 同时也希望我国商务英语教育蓬勃发展!

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Career Prologue

This prologue is designed to help you organize your thoughts about how to conduct yourself to maximize your success both in college and in your career. Accordingly, it is divided into three parts:

How to make the most of this course

How to apply this course to your career

How to maximize your chances of success in your career

Topics discussed include time management for college students, choosing a particular business major, the kinds of jobs that are available for various business majors, selecting a career, and pursuing a job after graduation.

How to Make the Most of This Course

Manage Your Time

Do you often turn in course assignments late, or cram for exams at the last minute? If so, your time management skills may not be as strong as they should be to be successful in college. In the business world, you will be expected to organize your time efficiently and to finish projects before the deadline. College differs from high school in that it is necessary to budget your time more carefully. You can use many techniques to manage your time effectively.

If you have a weakness in time management, you can begin to correct the deficiency by appraising what you do on a day-to-day basis. Often, people do not realize how much time they waste. To reduce the amount of time that you spend on activities, do a self-assessment of a typical day in your life. What time do you typically wake up in the morning? How much time do you spend on the Internet? Do you spend a great deal of time watching television? If you are honest with yourself, you will most likely identify many ways that you can spend your time more efficiently so that you are able to complete assignments on time, study for exams in an effective manner, and still participate in other activities.

Regardless of your major, your decisions about how you use your time will largely determine how successful you will be. If you accept a job in the business world, you will be expected to follow behavioral norms that will affect your chances for success and promotion. Therefore, you should use your college experience to develop the skills you will need on the job after your graduate.

Create and Stick to a Schedule

Many students do not schedule their time effectively. They procrastinate and end up cramming when exam time arrives. They could avoid this last-minute panic by simply establishing a study schedule and sticking to it. Ideally, you should avoid deadline-based scheduling, where you do work only when it is required in the near future. Scheduling is very relevant to the business world, where you will have to collect, interpret, and organize information in advance of deadlines in order to make professional presentations. You should work on maintaining a schedule now so that you will be accustomed to doing so when you get a job.

Be on Time

Many college students view time casually and walk into the classroom after the class has started. This reflects poorly on the student and often results in poor performance due to the material missed. In the business world, you will have to be at meetings and conferences on time or risk losing your job. Most managers

consider being late to work unprofessional and undesirable. While you are in college, establish a routine of arriving at class on time so that you will not have to adjust to being on time at work. You also will get more out of your classes if you get there on time.

Organize Your Materials

Businesspeople and students run into problems simply because of disorganization. It is important that you establish a method of organizing notes and handouts now so that you will be prepared to do so in the future. You can easily set up a system for storing information by using binders for all your course notes and handouts and a filing cabinet to store information regarding potential job leads and materials from past courses. This way, when you need to access information from current and past classes, the material will be available at your fingertips.

Get the Most out of Your Classes

College students often do not learn as much as they could from their classes because they skip class, fail to pay attention to details presented in class, and fail to develop good study habits. These suggestions can help you get the most out of your classes.

Go to Class

Most students take several classes each semester, so they may be tempted to “blow off class” with the excuse that work in other classes is piling up. By missing class, you will miss important information, and you will also get further behind in the class. If you know that you will miss class in advance, make sure to get the e-mail address and phone number of a classmate so that you can make up the material that you missed.

Take the Course Content Seriously

It is easy to take a course and study for exams without really absorbing the material. In a class such as this, however, it is important to understand what you are reading and to think about how you can apply the knowledge that you acquire to your own life. You will know more about business and have an advantage over other students and competitors in the job market if you take the class seriously, work through the end-of-part questions even if they are not assigned, and take good notes based on class lectures.

Take Good Notes

Do you often daydream in class and fail to pay attention? Do you stay up late at night and then nearly fall asleep in your morning classes? If so, you will not be able to take good notes, which is essential for maximizing your performance in class. You should make sure to get a good night’s sleep before class and be prepared to take notes, either on a laptop computer or by hand. You may also want to borrow a classmate’s notes and compare them to yours to make sure that you did not miss anything.

Use the Study Guide

Even if you take good notes and organize your materials, you may still need practice in mastering the concepts presented in class. For this reason, after you finish a part in the text, you should turn to the study guide and make sure that you can answer all of the questions. This way, you will identify any subject matter that you are not comfortable with, and you can make an appointment with your professor to go over any weaknesses you detect.

Use the SQ3R Method to Absorb Material

Do you ever feel that you are practicing good study habits and yet are not able to retain the information in your textbook and your notes? To help you absorb course material, education specialists recommend a technique called SQ3R, which stands for **S**urvey, **Q**uestion, **R**ead, **R**ecite, **R**eview. First, *survey* the material you are studying by looking over the table of contents, the exhibits, and the major subject headings. Second, ask yourself *questions* about the material. Take each subject heading and turn it into a question. Third, *read* the material carefully, and answer the questions about the content that you have asked yourself. *Recite* by talking out loud about what you have read. Finally, *review* by going over the answers to your questions before moving on to the next part.

Maintain a Professional Appearance

In the business world, you typically will be expected to follow a dress code. For many firms, the dress code is “business casual”: generally, this means khakis and a dress shirt for men and dress pants or a knee-length skirt for women. Jeans and T-shirts are not permitted in most workplaces. Generally, when you attend a job interview, you are expected to dress formally. Consider investing in a suit that you can wear to job interviews and to your workplace.

Behave Professionally with E-mail

In college and in the workplace, e-mail is an important means of communication. However, many students do not apply good “netiquette,” or professional e-mail behavior. How many times have you sent an email to a professor without identifying yourself or used slang in your e-mails? In the business world, this is not acceptable behavior.

How to Apply This Course to Your Career

Your first steps toward gaining the education you need to get the career you want are to select a college and a major. If you choose a business major, many different types of careers may be available to you.

Choosing a College

People who decide to pursue a college degree must also select the proper college or university. If you will be working while pursuing your degree, the choice of a college may be dictated by the location of your job. If you have the flexibility to relocate, several criteria are worth considering. The first step is to identify the colleges that offer a degree in your main field of interest. Review college catalogs (available at many libraries) to compare the courses offered. Then, you can more closely assess each college that offers a degree in your desired field to determine the course requirements, possible elective courses, and minor fields available. Other factors such as tuition and locations should also be considered. Several colleges offer a degree in any given field.

Some colleges are more prestigious than others, which can be important in attaining a good job. Colleges’ reputations tend to vary, however. One college may have a strong program in one field but a weak program in others.