

研究生英语教程系列丛书

哈尔滨工业大学“十二五”规划教材

总主编 刘晓丹

ENGLISH FOR MBA

工商管理硕士 英语读写译教程

主 编 王 松 卢 玲
副主编 栾 岩 刘秀杰 张 辉
编 者 常 青 杨春艳 孟 劭 张继书
主 审 刘长远



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内容提要

本教程是哈尔滨工业大学“十二五”规划教材,以《MBA 英语教学大纲》为依据编写。全书共分 12 个单元,每单元包括 4 部分,即课上精讲文章、课下自学文章、商务英语写作和目标语文化导入。目的是切实满足学生的学业要求和就业需求,为将来走上社会岗位做好准备。

本教程适用于工商管理硕士以及具有同等英语水平的学生使用。

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前 言

工商管理硕士(Master of Business Administration, MBA)专业学位教育旨在为工商企业、金融部门和经济管理部门培养掌握工商管理基础理论和专业知识,具有本土化经验、国际化视野、开拓创新意识、快速有效解决复杂问题能力的综合管理人才。经过二十多年的发展,目前 MBA 学位已被视为寻找体面工作的“金钥匙”和高层职位的“敲门砖”。

根据全国工商管理硕士专业学位教育指导委员会对 MBA 核心课程的要求,全国承担工商管理硕士教育项目的高等院校均开设了工商管理商务英语课程。本着工商管理硕士教育项目为工商企业、金融部门和经济管理部门培养高层次、应用型专门人才的宗旨,工商管理硕士英语课程将英语语言教学和工商管理专业教学有机结合起来,着重培养 MBA 学生在英语听、说、读、写、译等方面的能力。

工商管理是一个不断发展、不断完善的学科,这就要求其教材建设也要与时俱进,不断完善和更新。

一 关于工商管理硕士专业学位

我国经济的快速发展为 MBA 教育提供了强大的驱动力,我国研究生教育的改革和教育主管部门对专业学位教育的重视为 MBA 教育提供了广阔的发展空间。

1991 年我国正式开办工商管理硕士(MBA)专业学位教育。短短 20 年,我国已经从 1991 年 9 所试点院校招收 84 名 MBA 学生发展到今天 236 所院校招收 35,777 名 MBA 学生。20 年来我国累计授予 MBA 学位 17 万左右。MBA 毕业生活跃在国民经济的各条战线。他们当中绝大多数人都成了我国国企、民企和外企的管理骨干,其中一部分人承担了大型企业的高层领导职务。

二 关于《工商管理硕士英语读写译教程》

(一) 编写原则

1. 以全国工商管理硕士专业学位教育指导委员颁布的《MBA 英语教学大纲》为依据,教材从设计到内容选编力图客观准确地反映《MBA 英语教学大纲》要求,便于学生学习并通过结业考试。

2. 从中国人学习英语的实际出发,兼顾对英语国家文化的理解和把握,教材编写以选取具有代表性的英语国家文化素材为主。

3. 旨在培养工商管理硕士研究生的英语阅读能力和一定的英语写、译能力,使 them 能以英语为工具进行本专业学习。

(二) 体例内容

1. 本教材共分 12 个单元,每一单元包括 4 个部分,即课上精讲文章、课下自学文章、商务英语写作和目标语文化导入。每一部分根据需要设计了不同种类练习题目。

2. 本教材中无论是课上精讲文章、课下自学文章还是商务英语写作和目标语文化导入的话题均通过精心策划选定,目的是切实满足学生的学业要求和就业需求,为其将来走上社会岗位做好准备。

(三) 本书特色

考虑到目前国内其他院校也在组织编写同类教材,我们采取了“有所为,有所不为”的方针,力求既能突出自身特色,又能与其他院校的同类教材进行配套和互动。本教材的特色概括如下:

1. **题材广泛,语言新鲜,时代感强。**本教材 12 个单元 24 篇文章多选自近两年英美等国家期刊、杂志及互联网上刊登的内容。主题涵盖工商管理、历史与商务、网络通讯、赴美华侨、求职市场、婚姻家庭、国际政治等方面,内容颇丰,且语言新鲜活泼,兼具趣味性和时代感。

2. **知识与能力并重。**根据 MBA 学生在工作中对英语的实际需要,由基础到提高,由知识到能力,循序渐进,拾阶而上,既强调专业性又注重实用性。

3. **写作训练可操作性强。**为切实帮助 MBA 学生在将来工作中处理一般英语书面事物,每单元第 3 部分分别介绍简历、求职信、公证书等职场所需写作知识。为降低教学难度,教材提供写作模板和范例。此外,邀请信、欢迎辞和祝酒词等社交场合常用书面表达规范以及说明文、议论文、图表作文等基本写作技巧在本教材均有介绍。最后一单元总结常见语法错误供学生借鉴。总之,无论从写作知识的编排讲解还是训练题目的设计组合,均突出模范性和实用性,可操作性极强。

4. **英语文化导入恰当。**每单元第 4 部分就英语国家文化的许多方面进行介绍,包括英美加澳等国家标志、著名商学院、著名证券公司、著名股票交易所、著名零售商、知名媒体、商界名流、外企招聘标准等。这些文化背景知识的介绍有助于学生深入了解英语这门语言及其所根植的文化,为其英语语言学习铺平道路。

本教材可以作为 MBA 学生的精读或泛读教材,也可作为大学相关学科本科生、研究生、工商管理领域研究者和工商管理人员的参考读物。

参加教材编写的主要作者均为多年从事工商管理硕士专业学位研究生英语教学和科研的优秀中青年教师。本教材是他们在英语教育领域中教学和科研经验的总结和提炼。但由于编者水平有限及各种主客观原因,不足之处在所难免,恳请广大读者批评斧正,以待再版时修订。

本教材得到“哈尔滨工业大学 2012 年度研究生教育教学改革研究项目”资助,在此谨向哈尔滨工业大学研究生院各级领导对我们教改工作的支持表示感谢!此外,本教材选用了国外书刊及互联网上的有关内容,特此说明,并向所有有关人员谨表谢忱!

编者
2012 年 8 月

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UNIT 1

PART ONE INTENSIVE READING _____



WARMING-UP QUESTIONS

1. Why do you choose to take MBA program?
2. What is your dream job?
3. What strikes you most while preparing for the MBA entrance exam?





A Life in the Day of an MBA

Morgan Witkin

Content	New words
1. The MBA program is more than just a tough learning experience for cramming as much finance and marketing knowledge in as you can get. The personal development, the networking, the people, the culture, the language of an MBA program overseas all have an impact.	cram: vt. 塞进 impact: n. 效果, 影响
2. In the first of a short series of "A life in the day of an MBA" Morgan Witkin, a full-time ESADE MBA student from the US, mulls over the deep philosophical impact of the MBA on her life now and in the future, of the words of John Lennon... and of strangling noisy house guests!	mull: vi. 仔细考虑 strangle: vt. 使窒息
3. John Lennon famously stated, "Life is what happens to you when you're busy making other plans." I unquestionably agree. However, I had a thought today, an extension of Mr. Lennon's contemplation, that our best memories are made when we're too busy living them. I know this is no novel idea, I've had the thought hundreds of times and I know plenty of other people who probably have as well. But last weekend, also known as the weekend before finals, the weekend where no one saw the light of day, or more appropriately "the weekend of hell," something struck me reminding me to appreciate even the infernal undertaking of exams. This something made me take a step back and stop mulling over what I miss about my past.	contemplation: n. 沉思 novel: adj. 新颖的 strike: vt. 打动, 触动 infernal: adj. 地狱般的
4. It made me stop thinking about what my current life should be as opposed to what it is.	current: adj. 当前的
5. It all started with a song. As part of our final evaluations and grades, we had marketing presentations. For the past two terms, we have been working towards a marketing	



<p>project in which we took a generic product each week and developed it, working from market research and segmentation, to distribution channels, branding and finally a comprehensive marketing plan. As part of the culmination of the past six months, we presented our full projects to both the class and our professors. Each member of each group was individually working day and night on this project.</p>	<p>generic: adj. 一般的 segmentation: n. 分割 culmination: n. 顶点</p>
<p>6. My roommate's boyfriend happened to be at my apartment working on his presentation. For the soundtrack, he chose a song by a Spanish artist I had never heard of. For three days straight, whether I was cooking, studying or showering, I heard this song echoing through the halls of my home. I liked the song, it was one of those songs that strikes you and you're not sure what it makes you feel or how it reminds you of something particular, but it has the distinct effect on you only music has a way of doing. Unfortunately, I was sick of it by day two, as the repetition only added to my frustration of incessant studying and lack of sunlight exposure. To be completely honest, I wanted to wring his neck.</p>	<p>soundtrack: n. 声迹 straight: adv. 连续地 echo: vi. 发出回声 incessant: adj. 不断的 wring: vt. 拧</p>
<p>7. Now however, a few days later, left with only a few mental scars and dissonant worry, I can't stop listening to the song. I'm pleased to have found something that makes me feel lucky to be in Spain—some part of this foreign culture that I connect with.</p>	<p>dissonant: adj. 不协调的</p>
<p>8. The best part is, I know that I will hear the song again two years from now and remember the study weekend where we were all suffering, buried deep in corporate finance and marketing strategy. And then five years from now—I will hear the song and the details of the weekend will have all but dissolved, but I'll remember my roommate and her boyfriend, in my apartment, and the little family we formed in and out of school.</p>	<p>dissolve: vi. 消失</p>



<p>9. And ten years from now, I will hear the song again and it will remind me of the MBA—it will remind me of Barcelona. It will be the memory that was made while I was on the verge of tears at the hands of calculators and notes that made no sense.</p>	<p>verge: n. 边缘</p>
<p>10. But it's a good memory. It's something rare that I'm living now, that I've never lived before and I will never live again. These are the memories, the incredible memories I am making as I'm busy living them. That's what I mean by that. So much for short explanations. . .</p>	<p>incredible: adj. 不可思议的, 难以置信的</p>
<p>11. As for the present, I am pleased to say that exams are over, term-two has ended and term-three has officially begun. I can't say that I did remarkably, but I believe that I did enough to pass. I took an hour out of International Tax Law studying to read and re-read the rules and regulations of the MBA program. To be completely honest, I didn't just read them—I dissected them and re-evaluated them and did about 1,000 different interpretations just to make sure that I'm safe.</p>	<p>dissect: vt. 仔细分析</p>
<p>12. The time spent calculating the odds of being booted from the MBA probably would have been better utilized had I read just one more chapter of one more book—but by day six, we all go a little crazy, and I'm pleased to announce that failing an exam does not necessarily result in expulsion. So the fates of corporate finance can stop breathing down my neck because as Gwen Stefani sang, "I know we're cool."</p>	<p>odds: n. 可能性 boot: vt. [口]解雇 expulsion: n. 开除 fate: n. 结局</p>

Source: <http://www.topmba.com/articles/students/a-life-day-mba>

USEFUL EXPRESSIONS

make no sense: 毫无意义

fail an exam: 考试不及格

on the verge of: 在……的边缘

be sick of: 对……感到厌恶

breathe down one's neck: 由于关注过多而令人不快



NOTES

1. ESADE: 西班牙一所著名的商学院, 坐落在风景如画的西班牙第二大城市——巴塞罗那。ESADE 在商业周刊 2004 年全球商学院排名中位列非美国商学院的第三名。2006 年 9 月世界工商管理硕士教育排行榜上, 位于第一位的是 ESADE。ESADE 获胜的原因是其浓厚的人文主义哲学氛围以及它所在的位置。众所周知, 巴塞罗那位于地中海地区并且是欧洲最具世界色彩的城市。
2. John Lennon: 约翰·温斯顿·列侬 (John Winston Lennon), 英国著名摇滚乐队“披头士”(The Beatles, 也译做“甲壳虫”)成员, 摇滚史上最伟大的音乐家之一, 披头士乐队的灵魂人物、诗人、社会活动家、反战者。
3. Gwen Stefani: 美国著名 Ska-Punk 风格的 No Doubt 乐队主唱, 在这支多次获得格莱美奖的乐队中, Gwen Stefani 性感而富有征服力的演唱是乐队最吸引人的地方, Gwen Stefani 也成为了乐队绝对的标志性人物和领导核心。No Doubt 乐队于 1992 年发行了第一张专辑《No Doubt》, 并且在之后十多年时间里发行的多张专辑取得了很大的成功, 同时他们还连续两届获得了格莱美奖最佳流行乐队奖。

EXERCISES

I. Vocabulary

A. Directions: Choose the most appropriate word to fill into each sentence. You may need to change the form of the words. Not all words can be used. Each word can only be used once.

cram	novel	current	expulsion	odds
incredible	mull	strangle	strike	wring
verge	dissolve	contemplation	straight	dissect

1. Mills argues that high taxation _____ the economy.
2. We _____ in as much sightseeing as possible during our stay in New York.
3. He is _____ over the proposals before making any changes.
4. Tom has been without sleep now for three days _____.
5. In its _____ state, the house would be worth \$300,000.
6. The monks spend an hour in _____ each morning.
7. You can narrow the _____ of a nasty accident happening in your home by being more safe-conscious.
8. The first thing that _____ me was the fact that there were no other women present.
9. The headmaster threatened the boys with _____.



10. There was blood everywhere and the pain was _____.

B. Directions: Finish the incomplete sentences according to the Chinese meaning in brackets.

1. It will be the memory that was made while I was _____ (马上要哭) at the hands of calculators and notes that made no sense.
2. Unfortunately, I was _____ (厌倦) it by day two, as the repetition only added to my frustration of incessant studying and lack of sunlight exposure.
3. The time spent calculating the odds of _____ (被开除) from the MBA probably would have been better utilized had I read just one more chapter of one more book.
4. I'm pleased to announce that _____ (考试不及格) does not necessarily result in expulsion.

C. Directions: Use a proper preposition or adverb to fill in each sentence.

1. It all started _____ a song.
2. For three days _____, whether I was cooking, studying or showering, I heard this song echoing through the halls of my home.
3. In the first of a short series of "A Life in the Day of an MBA" Morgan Witkin, a full-time ESADE MBA student from the US, mulls _____ the deep philosophical impact of the MBA on her life now and in the future.
4. _____ the past two terms, we have been working towards a marketing project in which we took a generic product each week and developed it, working from market research and segmentation, to distribution channels, branding and finally a comprehensive marketing plan.
5. It made me stop thinking about what my current life should be as opposed _____ what it is.

II. Reading comprehension

Directions: Choose the best answer to each of the following questions.

1. According to the author, what is "the weekend of the hell"?
 - A. The weekend before the summer vacation.
 - B. The last weekend during the summer vacation.
 - C. The weekend before the finals.
 - D. The weekend before the New Year.
2. Which statement is wrong according to the article?
 - A. MBA study life is very meaningful to the author.
 - B. The author was not a top MBA student in her class.
 - C. Teamwork is highly appreciated in MBA study program.



- D. Failing one exam will get you booted from MBA.
3. As part of the culmination of the past six months, the MBA students including the author were supposed to _____.
- A. take a generic product each week and develop it
 - B. work from market research to distribution channels, and finally make a comprehensive marketing plan
 - C. present their full projects to both the class and their professors
 - D. all of the above
4. From the article we can infer that the author _____.
- A. appreciated her MBA life
 - B. didn't like her MBA experience in Barcelona
 - C. hated her roommate's boyfriend
 - D. worked very hard
5. What is the tone of the article?
- A. Lighthearted.
 - B. Sad.
 - C. Religious.
 - D. Radical.

III. Translation

A. Directions: Translate the following into Chinese.

The Right Time to Apply

The emergence of an individual's leadership talent does not follow a pre-determined schedule. Though some applicants choose to apply after four or five years of work experience, many promising candidates are optimally prepared for the HBS MBA after two or three years of experience. Ultimately, you are in the best position to determine whether you are ready to apply.

If you have thoroughly explored our Web site and think that HBS may be right for you, we encourage you to carefully review the Admissions and Financial Aid section. Begin with our Admission Criteria page and be sure to complete the Introduce Yourself form so that we can send you additional information relevant to your interests, including invitations to MBA Admissions Events in your area.

Our MBA selection process is thoughtful, thorough and need-blind. Once students are admitted, they may apply for financial aid; HBS is committed to making the MBA Program accessible to students with a demonstrated financial need.



B. Directions: Translate the following humor into Chinese.

The Genius Farmer

A man is driving down a country road when he spots a farmer standing in the middle of a huge field of grass. He pulls the car over to the side of the road and notices that the farmer is just standing there, doing nothing, looking at nothing.

The man gets out of the car, walks all the way out to the farmer and asks him, "Ah, excuse me mister, but what are you doing?"

The farmer replies, "I'm trying to win a Nobel Prize."

"How?" asks the man, puzzled.

"Well I heard they give the Nobel Prize to people who are out-standing in their field."



PART TWO EXTENSIVE READING

How to Mend a Broken Friendship

Content	New words
1. Growing up across the street from each other in Twin Falls, Idaho, Lisa Fry and Paula Turner never doubted their friendship would last forever. But after Fry married, moved to New York City and had a baby, her letters to Turner suddenly went unanswered. "Do you think I've somehow offended her?" Fry asked her husband. Turner, meanwhile, had convinced herself she was no longer important to Fry. "She's got a family now," she told herself. "We're just too different to be close like before."	
2. Finally, Fry summoned the courage to call her old friend. At first, the conversation was awkward, yet soon they both admitted that they missed each other. A month later, they got together and quickly fell into their old habit of laughing and sharing confidences. "Thank goodness I finally took action," Fry says. "We both realized we were as important to each other as ever."	summon: vt. 鼓起勇气 awkward: adj. 尴尬的 confidence: n. 知心话