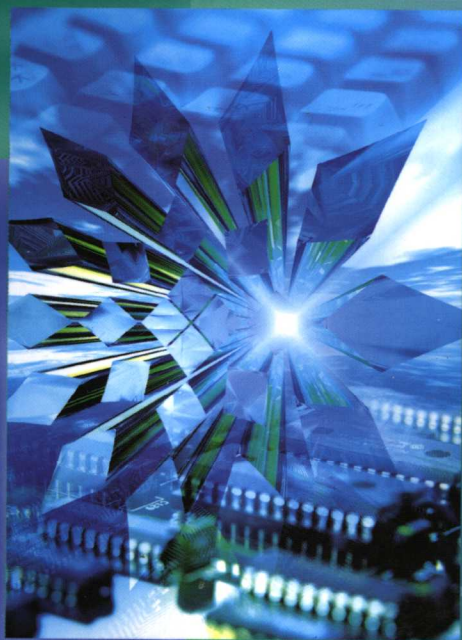


信息管理与信息系统专业规划教材

信息管理与信息系统专业英语

蔡 敏 主编



科学出版社
www.sciencep.com

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内 容 简 介

本书通过对信息管理与信息系统、电子商务、物流领域知识的介绍,使学生能够了解和掌握该学科常用的专业英语词汇。全书遴选经典篇目 12 篇,内容涉及因特网、信息管理、管理信息系统、电子数据交换、电子商务、供应链管理、物流、企业资源计划、客户关系管理等,选材广泛。编者对所选篇目加以注释,配以适当的练习和作业,并在课后提供各篇目的译文作为参考,目的是帮助读者提高阅读专业文献的能力。

本书既可作为高等院校信息管理与信息系统专业、电子商务专业、物流专业的英语教材,也可供相关专业从业人员参考。

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前 言

我们以信息管理与信息系统、电子商务和物流专业的知识体系为背景,遴选难度适中、覆盖面广的实用性和前瞻性材料,在内容选取上力求做到既有基础理论,又有当今的热点与新技术,既有普及性知识类文章,又有专业前沿问题的研究性文章,目的是扩大学生的专业英语词汇和术语,使学生不断提高专业英语科技文献的阅读理解水平和掌握基本的专业英语翻译技巧,为今后进一步阅读专业英语科技文献和学习专业知识打下基础。

全书内容编排兼顾专业知识体系的逻辑性以及由浅入深、循序渐进的原则,共分 12 课。第 1 课介绍 Internet,第 2 课介绍信息管理,第 3 课介绍管理信息系统,第 4 课介绍系统开发生命周期,第 5 课介绍电子数据交换,第 6 课介绍电子商务,第 7 课介绍信息系统的相关职业,第 8 课介绍 MRP、MRPII 和 MES,第 9 课介绍供应链管理,第 10 课介绍物流及其发展,第 11 课介绍企业资源计划系统,第 12 课介绍制定客户关系管理战略的步骤。为扩大学生的阅读面,在每一课的课文之后附一篇阅读材料。每一课的课文均配有译文,教师授课时可根据需要选择部分课文或课文的部分段落进行讲解。

此外,本书还包括如何撰写论文的英文摘要,如何写简历和求职信,如何进行科技文献的检索,如何著录文后参考文献等,增加了本书的实用性,既为教师提供了授课知识点,也可供读者随时参考。

第 1~9、11、12 课译文由王凤琴、周荣兵编写;第 1、2、10 课课文和习题及第 10 课的译文由许雪琦选材和编写;第 6、9、11、12 课课文和习题及“如何写英文摘要”、“科技文献检索”部分由丁祥海选材和编写;第 3~5、7、8 课课文和习题由蔡敏选材和编写,全书稿编排由蔡敏完成。

由于编者水平有限,书中难免会存在一些缺点和不足之处,敬请读者提出宝贵意见。本书配有部分教学课件,可与 caim@zuuaa.zju.edu.cn 联系索取。

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Lesson 1 Information Age and the Internet

Outline

- Two Important Events of the Information
- The Beginning of the Internet System
- The Internet and the World Wide Web
- Using of the Internet
- Future of the Internet

Information and Information Age

Information always has been extremely important. Throughout history, some information has had value beyond measure. The lack of information often cost huge amounts of money and, sometimes, many lives.

In the nineteen-fifties, two important events took place that greatly affected the communication of information. The first was a television broadcast that showed the East Coast and the West Coast of the United States at the same time. The two coasts were linked by a cable that carried the pictures. So people watching the program saw the Pacific Ocean on the left side of the screen. People could see two reporters talk to each other although they were separated by a continent. Modern technology made this possible.

The other event happened on September 25th, 1956. That was when the first telephone cable under the Atlantic Ocean made it possible to make direct telephone calls from the United States to Europe. Less than six years later, in July 1962, the first communications satellite was placed in orbit around the Earth. The speed of information again greatly increased.

Now, both radio and television, with the aid of satellite communications, could provide information immediately. People who lived in a small village could listen to or watch world events as they happened. A good example is when American astronaut Neil Armstrong became the first person to walk on the moon. Millions of people around the world watched as he carefully stepped onto the moon on July 20th, 1969. People in large cities, small towns and villages saw the event as it was happening.

There was no delay in communicating this important information.

Only a few years after Neil Armstrong stepped on the moon, the United States Department of Defense began an experiment. That experiment led to a system to pass huge amounts of information around the world in seconds. Experts called it the beginning of the Information Age.

The Beginning of the Internet System

About six years after the first communications satellite was placed in orbit, the American Department of Defense began developing a new project. It began linking major research universities across the United States. The project began in the early nineteen-seventies.

Professors at many American universities do research work for the United States Government. The Department of Defense wanted to link the universities together to help the professors cooperate in their work. Department of Defense officials decided to try to link these universities by computer. The officials believed the computer would make it easier for researchers to send large amounts of information from research center to research center. They believed they could link computers at these universities by telephone.

They were right. It became very easy to pass information from one university to another. University researchers working on the same project could share large amounts of information very quickly. They no longer had to wait several days for the mail to bring a copy of the research reports.

In 1981, this communication system linked only 213 computers. Only nine years later, it linked more than 350,000 computers. Today experts say it is no longer possible to tell how many computers are linked to the information highway. The experts also say the system of computer networks is continuing to grow.

The Internet and the World Wide Web

These networks led to the high-speed sharing of information among major universities and research centers around the world. The largest of these systems, the Internet, has made it possible for almost anyone with a computer and a telephone to share in what is called the Information Age.

The system of computer networks has had several different names since it began. It is now called the Internet. Almost every major university in the world is part of the

Internet. So are smaller colleges and many public and private schools. Magazines, newspapers, libraries, businesses, government agencies, and people in their homes also are part of the Internet.

Computer experts began to greatly expand the Internet system in the last years of the 1980's. This expansion was called the World Wide Web. It permits computer users to find and exchange written material and pictures much quicker than the older Internet system.

The Internet and the World Wide Web have become vehicles for speedy information exchange for most people who can use a computer. Much of the information on the Internet is very valuable. As a research tool, the Internet has no equal.

Almost any kind of information can be found through the Internet. There are areas within this electronic world where you can play games or discuss politics or science. You can find valuable medical information, read history, learn about new farming methods or just about anything that interests you. You can look at and collect the beautiful color pictures taken by the Hubble Space Telescope. You can watch musicians perform their latest songs. You can even join a group that meets electronically to discuss the music of their favorite rock and roll music group.

Who pays for the Internet? That is not easy to explain. Each network, small or large, pays for itself. Networks decide how much their members will pay for their part of the cost of the local service connecting time. Then all of the large networks decide how much each will pay to be part of the larger network that covers a major area of the country. The area network in turn pays the national network for the service it needs. Each person who has a computer at home pays a company that lets the computer connect to the Internet. These companies are called Internet service providers.

Using of the Internet

In 2005, more than 1,000 million people around the world were using the Internet.

People are using the computer and the Internet to communicate for work and to exchange information with their families and friends. People also use the Internet to learn new things and visit different places. Today almost 150 million people use the Internet in the United States. A recent study showed they use the Internet for communication and for research. The study also showed that much of the research that is done leads to buying products with the aid of a computer and the Internet. The study also showed that more people than ever are now using the computer to buy products.

Some government officials say extremist groups place harmful information on the Internet. They say dangerous political information should be banned. Other critics say that it is becoming extremely difficult to know if you can trust the information that is found on the Internet. They wonder if the information is true. Did the person who placed it on the Internet make any mistakes? Still other critics say the Internet is no longer a free exchange of information and ideas. They say it has become a big business that sells products, services and information. They want the Internet to be used only for research and education.

Most Internet communication is business-to-business, instead of personal electronic mail. Buying and selling goods and services over the Internet is growing around the world. The World Future Society estimates that 2.7 million dollars was earned through Internet commerce in the year 2004. But, there are risks involved with this E-commerce.

Phishing: 骇客以间谍程序盗取电脑用户个人数据的现象, 称为网络钓鱼。

A fob is a small device connected to a computer. Every sixty seconds it creates a special series of numbers, or a code. A computer user must type the code created at the exact minute that the user she wants to see his or her online financial information or bank records.

For example, the Federal Trade Commission estimates that more than 52,000 million dollars in goods and services were purchased last year through identity theft. Identity thieves steal personal information from Americans. They collect Social Security numbers, banking records and telephone numbers. They use this information to request loans, or to get credit cards in the name of the victim. Identity thieves often use computer viruses to collect a victim's personal information. They may also use spyware. These are programs that are loaded onto a computer without the owner's knowledge. Spyware follows the computer user's online activities. Identity thieves also use another method called Internet "phishing". These E-mail messages attempt to collect an Internet user's personal information, such as credit card numbers, by acting like a real business.

People can protect themselves from identity theft in several ways. Anti-virus and anti-spyware computer programs can help. So can firewalls. These are programs or devices that limit information coming through an Internet connection. Banks and individuals can also use Fob technology.

Advertisers interested in selling products over the Internet may use adware to identify

Adware is a software program sent with free files or programs to a computer. Once loaded onto a computer, adware can collect information about a person's interests. Adware can use this information to provide targeted sales messages to the computer user.

possible buyers. These unwanted sales messages are sent through a person's E-mail. They can also be a problem for people using an Internet browser to find information. In this case, pop-up blockers can help. A pop-up blocker is a computer program that prevents unwanted sales messages from opening.

Future of the Internet

What is the future of communications and the Internet? Experts do not really know. Computers continue to grow smaller and more powerful with each passing year. Computers that were thought to be very powerful ten years ago are now considered extremely weak and slow. It is now possible to connect a computer with a wireless telephone that can link with communications satellites.

A person with a small computer that can be easily carried can now link with other computers from anywhere in the world. A person can use a computer that receives its electric power from batteries and is linked with a satellite telephone. This person can communicate from anywhere in the world.

Some experts say that in the future people will not use large computers on their desks. They will use only small computer devices that link to the Internet. These devices will be easily carried from place to place. All the information people use for business or for fun will be on their own area of the World Wide Web. This has already happened. Many people already have their own private area on the World Wide Web. Businesses have their own special areas. A husband and a wife with a new baby place photographs of the baby in a special area so relatives can see the new addition to the family.

Now people communicate, listen to radio or watch television. They do business buy or sell goods, write a letter or send a picture from anywhere in the world at any time of the day or night. And they will communicate around the world at almost the speed of light.

Words & Phrases

official	[ə'fiʃəl]	n. 官员, 公务员
modem	['mɒdəm]	n. 调制解调器
network	['netwɜ:k]	n. 网络, 网状物, 广播网
expansion	[iks'pænʃən]	n. 扩充, 开展, 膨胀, 扩张物

vehicle	['vi:ɪkl]	<i>n.</i> 媒介物, 传达手段
extremist	[iks'tri:mɪst]	<i>n.</i> 极端主义者, 过激分子 <i>a.</i> 极端主义的

Key Terms

Information Age	信息时代
telephone cable	电话电缆
World Wide Web	环球网, 万维网
the Department of Defense	国防部
Hubble Space Telescope	哈勃太空望远镜
Internet Service Providers(ISP)	Internet 服务提供商
Federal Trade Commission	联邦贸易委员会

Exercises

I. Translate the following words and phrases into English.

- 1) 通信卫星
- 2) B2B 交易
- 3) 电脑病毒
- 4) 间谍软件

II. Translate the following sentences into Chinese.

1) The Internet and the World Wide Web have become vehicles for speedy information exchange for most people who can use a computer. Much of the information on the Internet is very valuable. As a research tool, the Internet has no equal.

2) A recent study showed they use the Internet for communication and for research. The study also showed that much of the research that is done leads to buying products with the aid of a computer and the Internet. The study also showed that more people than ever are now using the computer to buy products.

3) Other critics say that it is becoming extremely difficult to know if you can trust the information that is found on the Internet. They wonder if the information is true.

III. Discuss questions.

Try to read some other articles about the development of Internet, and then discuss what is the future of communications and the Internet?

Additional Reading Material

Blogs

One of the most popular kinds of communication on the Internet is through personal Web sites called blogs. Blog is a shortened name for a Web log. Anyone can create his or her own blog. A blog may contain stories, pictures, links to other Web sites and comments from visitors. Some people add information to their blogs every day.

Blogs offer a way to present news and political or personal information. Blogs have become a place for public expression on many subjects. The Blog Herald estimates that there are more than sixty million blogs around the world. People who have blogs are called bloggers. In the United States, many well known people have blogs. So do many other Americans, including teenagers and college students.

Blog 是继 E-mail、BBS、ICQ 之后出现的第四种网络交流方式。Blog 的全名应该是 Weblog，中文意思是“网络日志”，后来缩写为 Blog，而博客 (Blogger) 就是写 Blog 的人。实际上个人博客网站就是网民们通过因特网发表各种思想的虚拟场所。盛行的“博客”网站内容通常五花八门，从新闻内幕到个人思想、诗歌、散文甚至科幻小说，应有尽有。

Even United States soldiers serving in Iraq and Afghanistan are blogging. Troops are using their milblogs to share opinions, emotions and memories of lost soldiers. The United States military restricts troops from writing personal information about other soldiers. It also restricts operational security information from being published in a blog.

You can find blogs about a subject by using a special search engine created by Google. The Web address is blogsearch.google.com. That is “blogsearch.google.com”. Google is one of the most popular “search engines” for the Internet. People use a search engine to find information about almost any subject on the Web.

Assignment

Blogging has taken off in China in a big way. Most blog-sites get a handful of visitors, but not that of Chinese actress and director Xu Jinglei, who has managed to become the most popular blogger on the planet — according to the blog search engine Technorati. What do you think of the Xu's blog, or other blogs in China? (A short paper is required.)

参考译文

第 1 课 信息时代和 Internet

概要

- 信息化的两个重要事件
- Internet 的产生
- Internet 和全球万维网
- Internet 的使用
- Internet 的未来

信息和信息时代

信息一直是非常重要的。纵观历史可以发现不少信息是无价的。信息缺乏通常会导致大量的经济损失,有时甚至要付出生命代价。

20 世纪 50 年代,两个重要事件给信息通讯带来了重大的影响。第一个事件是电视广播,它能够在同一时间播放美国东海岸和西海岸的节目,东西海岸两边通过载有图像信息的电缆连接起来。观看节目的人们在屏幕的左方能够看到太平洋,能够看到两个演讲者互相对话,尽管他们隔着一个大陆。都是现代技术使这一切成为可能。

另一个事件发生在 1956 年 9 月 25 日,那就是大西洋海底的电话线缆使得从美国直接打电话到欧洲成为可能。经历了不到 6 年的时间,在 1962 年 7 月,第一颗通讯卫星送上地球轨道,信息传输的速度再次大幅提升。

现在,不管是收音机还是电视机,在通讯卫星的帮助下,都能快速地提供信息。生活在小村庄的人们也能在第一时间听到或看到世界各地发生的事件。

1969 年 7 月 20 日,全世界数百万人观看了美国宇航员尼尔·阿姆斯特朗第一次成功登上月球。无论是生活在大都市的、小镇上的还是在乡村的人们,都在第一时间看到了这一事件,没有信息延迟。

在阿姆斯特朗登月短短几年后,美国国防部开始了一项试验,通讯系统能够在数秒内向全世界传送大量信息。专家称之为信息时代的开始。

Internet 的产生

大约在第一颗通讯卫星发射六年后,美国国防部开始了一个新项目。这项在 20 世纪 70 年代开始的项目尝试将全美国的主要研究机构和大学连接起来。

许多美国大学的教授为美国政府从事研究工作。国防部希望把这些大学连接在一起帮助教授们协同工作。官员们决定通过电脑把这些学校连接起来,他们相

信电脑能够使研究人员更加容易地把大量信息从一个研究中心发送到另一个研究中心，并相信通过电话可以将这些大学的电脑连接起来。

无疑他们的决定是正确的，大学之间传送信息变得非常容易。在同一个项目工作的研究人员可以快速共享大量信息，他们再也不要为了拿到邮寄过来的研究报告副本而等待几天。

1981 年，这个通信系统只连接了 213 台电脑。仅仅 9 年以后，它连接的电脑超过了 35 万台。今天，专家无法告诉我们有多少台电脑连接在这条信息高速公路上，并且这个电脑网络还在不断增长。

Internet 和万维网

这些网络帮助全世界主要的大学和研究机构快速地共享信息。Internet 是所有网络中最大的网络，它使几乎任何拥有电脑和电话的人在这个信息时代里都能共享信息。

自从电脑网络系统问世以来，曾经有过几个不同的名字，现在称之为 Internet。全世界几乎每个主要的大学都是 Internet 的一部分；许多小一点的学院以及公立和私立学校也是这样；杂志、报纸、图书馆、公司、政府机构以及在家使用电脑的人也都是其中一部分。

在 20 世纪 80 年代后期，电脑专家开始大幅度地扩展 Internet 系统。这种扩展了的网络称为全球万维网。相对旧的 Internet 系统，它允许电脑用户更快地查找和交换文字材料和图片。

Internet 和全球万维网已经成为大多数电脑用户快速交换信息的主要手段。Internet 上大量的信息是非常有价值的。到目前为止，还没有出现一种像 Internet 这样有效的研究工具。

通过 Internet 几乎可以找到任何信息。在这个电子世界里有很多地方可供你玩游戏或讨论政治、科学问题，能够找到有用的医疗信息、阅读历史信息、学习新的耕种方法或其他任何你感兴趣的事情，可以观看和收集由哈勃太空望远镜拍摄的优美彩色图片，可以欣赏音乐家演奏他们的新歌。你甚至可以加入一个论坛，讨论最喜爱的摇滚乐队的音乐。

那么谁为 Internet 买单呢？这个问题不太容易回答。每个网络，不管大小，都为自己买单。总体来说，是由网络决定每个成员为他们提供本地服务要支付多少费用。所有大的网络自行决定为了接入一个覆盖国家主要区域的更大网络需要支付多少费用。同样，这个更大的区域网络需要为它接入国家网络支付费用。拥有家庭电脑的个人则需要付费给提供电脑接入 Internet 服务的公司，这些公司称为 ISP（Internet 服务提供商）

Internet 的使用

世界未来组织估计 2004 年全世界大约有 9.5 亿人使用 Internet。未来的 2 年

内,这个数字有望超过 10 亿。

人们使用电脑和 Internet 在亲人和朋友间交流工作,交换信息。人们还使用 Internet 学习新事物并且“访问”不同的地方。现在,在美国将近有 1.5 亿人使用 Internet。最新的研究显示,他们使用 Internet 进行交流和从事研究。研究还显示,大量的网络研究工作引导越来越多的人通过电脑和 Internet 购买商品。

一些政府官员声称极端组织在 Internet 上发布有害信息,危险的政治信息应该被禁止。一些评论家认为人们越来越难判断是否能相信从 Internet 上获得的信息,他们想弄清楚信息是否真实——他们怀疑那些人在 Internet 上发布的信息是否会出错。还有些评论家说 Internet 不再是一个免费的信息和意见交流的场所了,Internet 已成为一个出售产品、服务和信息的大商行。他们希望的是 Internet 仅仅用于研究和教育。

大多数 Internet 通讯是 B2B 交易,而不是个人电子邮件。通过 Internet 买卖货物和服务正在全世界增长。世界未来组织估计去年 Internet 商务已经赚取了 270 万美元。但是,这种电子商务是包含风险的。

例如,联邦贸易委员会估计仅去年一年通过盗取他人身份信息采购的货物和服务就超过 520 亿美元。网络钓鱼骗子从美国人那里盗取个人信息。他们收集社会安全编号、银行记录和电话号码,利用这些信息申请贷款,或以受害人的名义获得信用卡。网络钓鱼骗子经常利用电脑病毒或间谍软件收集受害人的信息。这些软件在用户不经意的情况下被载入系统。间谍软件跟踪用户的在线活动。身份小偷也使用另一种称为 Internet “phishing”的方法进行盗窃,这种电子邮件就像真正在做一笔生意一样试图收集 Internet 用户的个人信息,例如信用卡号。

人们可以通过几种方法防止信息被盗。防病毒和反间谍软件能够提供帮助,防火墙也可以。这些程序或装置限制通过 Internet 传递过来的信息。银行和个人还可以使用 Fob 技术防止被盗。

对 Internet 销售感兴趣的广告商则使用 adware 找到潜在的购买者。这些不受用户欢迎的销售信息通过个人电子邮件来传播。这对使用 Internet 浏览器查找信息的人们来说,同样也是个问题。这种情况下,一种抑制弹出窗口的工具软件能够防止打开这些不需要的销售信息。

Internet 的未来

未来的通信和 Internet 会是什么样?专家也不知道。每过一年,电脑都会变得越来越小但功能却越来越强。10 年前被认为功能非常强大的电脑现在看起来非常落后而且速度很慢。现在已经可以将电脑和无线电话连接起来,这些无线电话能够连接到通讯卫星上。

拥有一台携带方便的小型电脑的用户在世界上的任何地方都可以和其他的电脑相连。如果电脑可以使用电池供电并和卫星电话连接,那么用户就可以在世界任何地方和别人交流。