

四川省教育厅《民族高校国际化人才培养模式研究》教改项目成果

商业运作

为适应21世纪经济社会发展需要，双语教学近年来逐渐进入学校和课堂。本书以中英文编写，内容涵盖商业运作环境、社会经济体系、商业管理战略以及广告沟通等商业运作技巧……

(中英双语)

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Preface

商业运作

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Business Foundation

With the emergence of international trade, the world economy is developing into an economic integration, and the global business operation also pushes the world standing on the same platform. After stepping into the WTO, China's international communication has been facing a challenge which demands a much higher standard for people living in the 21 century. To meet the modern requirement, a bilingual education, recently, has been entering schools. Furthermore, *Advices on Promoting Teaching Quality for Higher Education* (University), in 2001, from Education Ministry, announced that bilingual education is encouraged to implement at universities, and this bilingual textbook is a kind of attempt with the aim at promoting students' language application.

For a long time, Chinese has had a high value on literature comparing with business. What made the western economy and business theories appear in China till the beginning of 20 century. At that time, we can see some classical economy and management Chinese books, but business translations are still rare, thus, it cannot match the rapid development of China. In western countries, comprehensive universities normally found business colleges, business study is accordingly designed as a special subject category. Thus, it is necessary to edit a bilingual business textbook for university students.

As a part of the outcome of the Sichuan Provincial Higher Education Project in Cultivating the Talent and Promoting Revolution—the Research of International Talent Model in Minority University, this book reveals crucial principles in business, presenting with simple and interesting content. It is a basic business textbook and covers seven chapters as Chapter 1—An Introduction to Business Environment, Chapter 2—Social Economic System, Chapter 3—Classification of Business Organizations, Chapter 4—International Commerce, Chapter 5—Business Ethics and Social Responsibility, Chapter 6—Strategies and Business Management, Chapter 7—Business Operation Skills. Simultaneously, this book is a supplementary material for other practical knowledge, technique development, case study, and textbooks.

This project has been edited by Mr. Fan Fan and is translated in English version by Mrs. Fan Shuli and Mrs. Wenjie. Many thanks should go to the staff members in International Education College at SWU. To Mrs. Kang Xiaoling, a special thanks is due for her office cooperation.

Bilingual education is a newcomer in China, which leaves many fields for further discussion and research. Due to our experience and time limit, this book must have some parts needing to be improved. We sincerely appreciate for your suggestion. We believe, with people's effort, the bilingual textbook will have a bright future.

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前 言

随着国际贸易的进一步深入,世界经济正朝一体化的方向加速发展,全球化的商业运作使得不同区域的国家站在了一个统一的平台上。我国已跨入 WTO 大门,国际交流更加频繁,同时面对来自世界各国竞争对手的挑战,这对 21 世纪的人才提出了更高、更新的要求。为了适应社会的需要,双语教学近年来逐渐进入了学校和课堂。教育部更是在 2001 年颁布了《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》,明确要求高校要积极开展双语教学。本书就是在这一背景下应运而生,目的在于提高学生的英语应用能力。

长期以来,由于中国传统文化中有重文轻商的传统,中国人关注西方经济学和商务学的理论和著作直到 20 世纪初才开始。20 世纪 80 年代以后,中国翻译引进了不少经典的经济学和管理学的书籍,但是,直到现在市面上关于商务学的书籍仍然寥寥无几,这与中国现在急速前行的商业发展是不适应的。西方综合性大学里一般都设有商学院,商务学也常常作为一个专门的学科分类。针对这一现状,我们更觉得有必要编写一本适合大学本科教学的商业运作双语教材。

本书作为四川省“高等教育人才培养质量和教学改革”重点项目——《民族高校国际化人才培养模式研究》的成果全面地涵盖了商业运作的重要原理,内容充实且简明易学,饶有趣味,可作为学习商业运作的基础教材。全书分为七章,分别为:第一章——商业环境介绍,第二章——社会经济体系,第三章——商业组织的分类,第四章——国际商务,第五章——商业道德和社会责任,第六章——企业战略和商业管理,第七章——商业运作技巧。同时,本书可与其他实践知识、技能开发、案例、阅读教材等配合使用。

本书的编写工作分工如下:全书的中文内容由刘帆编写,英文部分由于淑礼、文洁编写。本书的编写得到了西南民族大学国际教育学院的大力支持,特别是康晓玲老师为该书的编著做了许多工作,在此表示诚挚的感谢!

双语教学在中国还是新生事物,有许多值得探讨和研究的地方。由于我们的经验有限,该书还存在疏漏和不足之处,恳请广大读者提出批评建议,让我们共同努力,把商业运作的双语书籍编写得更好。

编 者

于西南民族大学

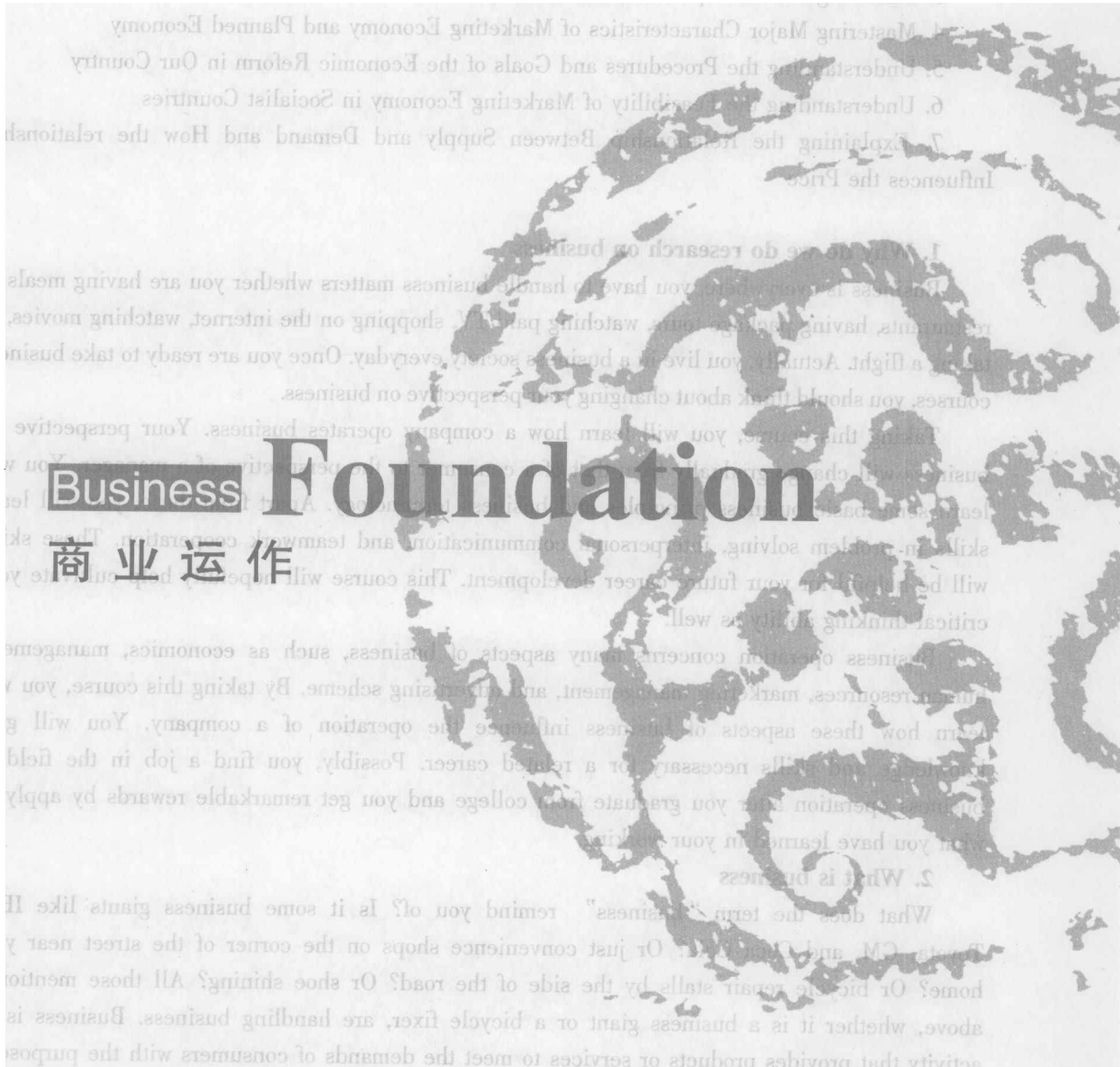
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Business Foundation

商业运作

Chapter 1 An Introduction to Business Environment

Study Objectives:

1. Understanding the Concept of Business
2. Differentiating Product Business and Service Business
3. Mastering the Concept of Production Factors
4. Mastering Major Characteristics of Marketing Economy and Planned Economy
5. Understanding the Procedures and Goals of the Economic Reform in Our Country
6. Understanding the Feasibility of Marketing Economy in Socialist Countries
7. Explaining the Relationship Between Supply and Demand and How the relationship Influences the Price

1. Why do we do research on business

Business is everywhere, you have to handle business matters whether you are having meals in restaurants, having package tours, watching paid TV, shopping on the internet, watching movies, or taking a flight. Actually, you live in a business society everyday. Once you are ready to take business courses, you should think about changing your perspective on business.

Taking this course, you will learn how a company operates business. Your perspective on business will change gradually from that of a consumer to the perspective of a manager. You will learn some basic business principles and business terminology. Apart from these, you will learn skills in problem solving, interpersonal communication, and teamwork cooperation. Those skills will be helpful for your future career development. This course will hopefully help cultivate your critical thinking ability as well.

Business operation concerns many aspects of business, such as economics, management, human resources, marketing management, and advertising scheme. By taking this course, you will learn how these aspects of business influence the operation of a company. You will gain knowledge and skills necessary for a related career. Possibly, you find a job in the field of business operation after you graduate from college and you get remarkable rewards by applying what you have learned in your working.

2. What is business

What does the term "business" remind you of? Is it some business giants like IBM, Toyota, GM, and Coca Cola? Or just convenience shops on the corner of the street near your home? Or bicycle repair stalls by the side of the road? Or shoe shining? All those mentioned above, whether it is a business giant or a bicycle fixer, are handling business. Business is an activity that provides products or services to meet the demands of consumers with the purpose of pursuing profit (surplus of a company's income after total cost is reduced). For instance, China Mobile provides various mobile communications services to meet the demands on communications; Flights offered by China Oriental Airline satisfy customers who hope to reach their destinations fast; even those shining shoes by the side of the road serve people's desire for a better self-image. Pursuing profit is undoubtedly the goal of business operation, and profit motivates more people to plunge in business. To sum up, profit is the reward to those who dare to venture their



第一章 商业环境介绍

学习目标:

1. 理解商业的概念
2. 区分产品型商业和服务型商业
3. 掌握生产要素的概念
4. 掌握市场经济和计划经济的主要特征
5. 了解我国经济体制改革的历程和目标
6. 理解社会主义国家为什么也可以实行市场经济
7. 解释供给规律和需求规律, 以及它们怎样影响价格

1. 为什么要研究商业

商业 (business) 无处不在, 无论你在餐馆中就餐、跟随旅行团去旅游、收看付费电视、在网上购物, 还是看电影、坐飞机, 你都在跟商业活动打交道。事实上, 你的每一天都是生活在商业的社会中。既然你现在正准备学习商务学的课程, 那么你就应该改变一下你看待商业的视角了。

在这门课程中, 你将学习公司是如何进行商业运作的。随着课程的深入, 你对商业的视角会渐渐从消费者向公司管理人员转换。你会学习一些基本的商业原理和专业词语。并且, 你会获得一些解决问题、人际沟通和团队合作方面的技能, 这些技能对于你今后的职业发展颇有益处。希望该门课程能够培养你批判式的思维能力。

商业运作涉及商业领域中的多个方面, 包括经济学、管理学、人力资源、市场管理, 以及广告策划等。学习这门课程, 你会了解到这些领域在公司商业运作中发挥着怎样的作用, 以及从事这些工作所需要具备的知识和技能。也许, 在离开大学后, 你真的就进入商业运作领域, 在某个商业企业中收获让人羡慕的回报。

2. 什么是商业

当你听到“商业”这个词语时, 你想起了什么呢? 是 IBM、GM、Coca Cola 这样的巨型公司, 还是就在家拐角处的互惠便利店, 或是经常出现在路边的自行车修理点和擦鞋者? 这里提到的所有组织和人, 无论其规模的大小, 他们从事的活动都是我们所说的商业。商业是一种通过提供满足消费者需求的产品和服务, 以寻求利润 (profit) (从公司的收入中减去所有的费用后的剩余) 的活动。例如, 中国移动通信公司提供各种移动通信服务来满足消费者对通信的需求; 中国东方航空公司开通的各个航班满足了消费者对快速交通的需求; 路边的擦鞋者通过对鞋的清洁来满足人们对美好形象的需求。毫无疑问, 获取



time and capital.

Business not only provides various necessities for the society, it also offers work opportunities and an access to success; Tax payment from business organizations is used in city development, education, science research, and national security; Abiding by laws, business organizations can put profit into investment or consumption at will. Some farsighted business organizations put their profit into economic system to create more wealth and to improve people's living standard.

However, not every organization takes pursuing profit as its goal. Some non-profit organizations like museums, universities, libraries, government organizations, and charity organizations set their goal as serving society in a specific way. For example, the goal of Red Cross organization is to help people prevent from, prepare for, and respond to crises. Whether it is a profit or non-profit organization, high efficiency is a guarantee to achieving its goal.

2.1 Goods-producing business and service business

Business organizations can be divided into two types: goods-producing business and service business. Goods-producing business covers designing, manufacturing, building, mining, and agriculture. The final products are tangible. Haier, for instance, produces refrigerators, television sets, computers, small home appliances, washing machines, and so on. Goods-producing business has to invest a large sum of money in factory buildings, assembly lines, and machinery. As a result, most goods-producing businesses are capital intensive. They need sufficient money or equipment to start operation.

In contrast, final products of service business are intangible. Such businesses involve finance, insurance, transport, communications, banking, entertainment, and education. CCTV, as a service business, offers a wide variety of programmes: news, sports, entertainment, movies, and music. Most service businesses are labour intensive. They depend more on human resources than on buildings, assembly lines, or machinery. School is a typical labour-intensive institution. Its existence depends on the faculty's specialized research and their teaching skills as well.

It is worth mentioning that in the real world, the boundary between goods-producing and service businesses often blurs. Actually, most business organizations provide both goods and services. For example, though Haier mainly produces home appliances, it also takes care of after-sale service, product support and maintenance. All of these can be counted as belonging to service business. Similarly, a service business like CCTV also provides tangible products such as videotapes or discs of their programmes

With more and more goods-producing businesses taking service and support as their priorities, it becomes harder to classify an organization as either a goods producing or service business. Nonetheless, such a general classification is useful sometimes.

2.2 Development of Service Industry in China

Service industry in China is playing a more and more important role. According to a report from the Development and Research Center of the State Council, the national economy remains rapid development since reform and opening up to the outside world. GDP increased 8.37 times during the period of 1978~2003, with an average annual increasing rate of 9.36%. Meanwhile, industry structure also experienced tremendous change. In 2003, service industry held 33.2% of GDP, compared with 21.4% in 1980. In 2004, after the first national economic survey, National Bureau of Statistics of China



利润是所有商业公司的目标，利润也是激励许多人投入商业领域的动力。总之，利润是对那些敢于冒险投入资金和时间的商业主的回报。

商业除了为社会提供各种必需品，还为人们提供了工作机会和成功的途径；商业组织所缴纳的税款，被用于城市建设、教育事业、科学研究和国防军事；在法律允许的前提下，商业组织可以按照自己的意愿将利润用于再投资或消费。有远见的商业组织会将它们的利润再次投入经济系统中，创造更多的财富，提高人们的生活质量。

然而，并不是每个组织存在的目标都是寻求利润，例如博物馆、大学、图书馆、政府机构和慈善机构等。这些被称为非盈利组织（nonprofit organization）的机构，它们的目的是为人们提供某种社会服务。如我们非常熟悉的“红十字”组织，它是帮助人们对突发事件做出预防、准备和回应。无论是以利润为目标的商业组织，还是以社会服务为目标的非盈利组织，它们都必须进行高效的运作以达到其目标。

2.1 产品型商业和服务型商业

我们可以将商业组织分为两大类：产品型商业和服务型商业。产品型商业（goods-producing businesses）通过参与设计、制造、建筑、采矿和农业这一类的活动来生产有形产品。海尔公司就是属于这种类型，它生产的产品主要包括电冰箱、电视机、电脑、洗衣机、小家电等。如同海尔公司一样，产品型商业通常需要在建筑物、生产流水线和机器设备上有较大投入，正因如此，大多数产品型商业组织都是资本密集型企业（capital-intensive businesses），它们通常要投入大量的资金或设备才能开始商业运作。

与之对应，服务型商业（service businesses）主要生产的是无形的产品（无法触摸到的产品），这样的商业包括金融、保险、交通、通信、银行、娱乐、教育等。中央电视台就是一个服务型商业组织，它提供多种节目：新闻、体育、娱乐、电影、音乐等。大多数服务型组织是劳动密集型组织（labor-intensive businesses），它们更多是依赖于人力资源而不是建筑物、流水线和机器设备。学校是劳动密集型组织的代表，它的存在依赖于教师的专业研究和教学技能。

必须提出，在真实的社会中，产品型商业和服务型商业并没有非常清晰的划分。事实上，绝大多数商业组织都是既提供产品，也提供服务。例如，海尔公司虽然是以家用电器类产品的生产为主，但是，这些产品的售后服务、支持、维修等都涉及服务领域。同样，服务型的中央电视台，在提供各种服务的同时，制作节目所涉及的录像带、光盘等，都是产品形式的输出。

随着越来越多的产品型商业组织把重心从生产转移到服务和支持上，越来越难将一个组织归类为产品型商业或是服务型商业。但是，这样一个广义的分类在进行分析时还是非常有用的。

2.2 中国服务业的增长

中国的服务业在整体经济结构中发挥着越来越重要的作用。根据国务院发展研究中心发展部的报告，改革开放以来，我国国民经济保持快速增长。1978~2003年GDP增长了



announced that service industry took 40.7% of 2004 Gross National Product. As a result of rapid development of service industry, its importance in national economy has been ever increasing.

Another result of rapid service industry development is the higher percentage of employment, which ensures its position as the main channel of absorbing current and emerging labour. In 2003, 29.3% of the total employment was in service industry, while in 1980, the percentage was just 29.3%. About 7.07 million job opportunities were increased annually in service industry, almost twice compared with the second industry for the period.

However, despite the considerable progress and the remarkable achievement made in service industry, it still cannot keep pace with national economic development and falls behind of consumption demand in the society. When competing with other industries, both quality and quantity of service industry are in an inferior position.

Development experiences from other countries show that, with increasing development of economy, service industry will take larger proportion both of GDP and of employment. In 2001, service industry in medium-income countries took 60% of GDP on average, contrasting with 67% in developed countries. In China, the proportion of service industry in GDP was 34.1%, only half of the percentage mentioned above. In the past decade, the proportion occupied by service industry in developed countries increased fast, changing what used to be manufacturing countries into ones with service industry as the mainstay of their economy. In 1999, employment in service industry took more than 40% of the total employment in most developing countries. In western countries, the percentage was somewhere between 60% and 70%. However, in China, only 26.4% of the total employment was engaged in service industry, as shown in Figure 1-1.

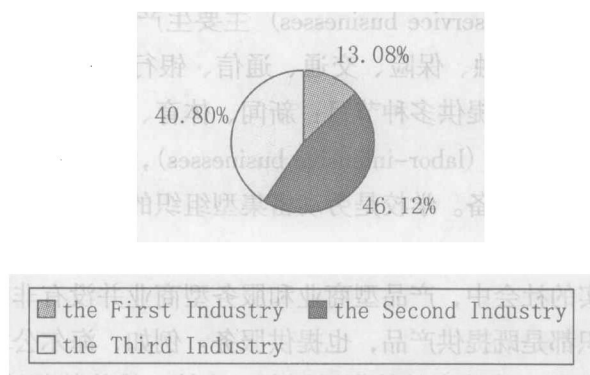


Figure 1-1 Proportion of Three Industries in China in 2004

As is mentioned in the 11th Five-Year-Plan (2006~2010), China will promote rapid development of service industry. Raising the proportion of service industry is the major task of industry structure adjustment. Policies and measures to promote service industry are to be established. Modern service industries like finance services, insurance, logistics, communications and law services should be further developed. Others requiring further attention due to their potential market include culture, tourism, and community services. Modern management ideas and information technology should be applied to transform or elevate traditional service industry and increase its proportion.

8.37 倍，年均增速达到 9.36%。在经济快速增长的同时，产业结构也发生了巨大的变化，服务业占 GDP 比重由 1980 年的 21.4% 变为 2003 年的 33.2%。2004 年，中国首次全国经济普查后，国家统计局宣布，服务业占 2004 年国内生产总值的比重为 40.7%。在此期间，服务业得到了快速发展，其在国民经济中的重要性日益加强。

服务业的就业比重也不断上升，它已成为吸纳全社会新增劳动力和劳动力在产业间转移的主要渠道。服务业从业人员占全社会从业人员的比重从 1980 年的 13.1% 上升到 2003 年的 29.3%，年均增加就业岗位 707 万人，是同期第二产业净增加就业人数的近两倍。

然而，尽管我国的服务业已经有了长足的发展和进步，取得了显著的成绩，但无论是相对于我国的经济水平，满足社会的消费需求，还是相对于其他产业进一步增强竞争力的要求来说，服务业的发展无论是质量上还是数量上都还远远不够。

世界各国的发展经验表明，随着经济发展水平的提高，服务业占 GDP 的比重和就业比重会不断上升。2001 年中等收入国家的服务业占 GDP 比重平均为 60%，高收入国家平均为 67%，而我国 2001 年的比重为 34.1%，仅为它们的一半左右；在过去的十多年内发达国家服务业占 GDP 比重增加较快，这些原来以制造业闻名的国家现在却是以服务业为经济的绝对主体。从就业方面来看，1999 年大部分发展中国家服务业就业比重平均达到 40% 以上，西方发达国家服务业就业比重普遍达到 60%~70%，而我国仅为 26.4%，如图 1-1 所示。

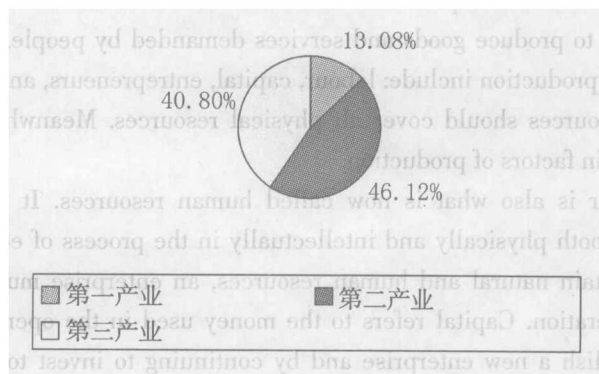


图 1-1 2004 年中国三次产业的比重图

“十一五”规划建议（2006~2010 年）提出，中国将促进服务业快速发展。提高服务业比重是产业结构调整的重要任务。要制订和完善促进服务业发展的政策措施，大力发展金融、保险、物流、信息和法律服务等现代服务业，积极发展文化、旅游、社区服务等需求潜力大的产业，运用现代经营方式和信息技术改造提升传统服务业，提高服务业的比重和水平。



Adhere to marketization, industrialization, and socialization. Set up a fair, equal, and regular system to allow those qualified to enter industries. The profit public facilities should gradually start running on commercial basis. Large-scale service groups with strong competitive power should be developed. If condition permits, large cities should take developing service industry as their primary goal and build up industrial structure based on service business.

3. Economic System

Business operation of a company in China is different from that in such countries as America, Australia, and Britain, which in turn differ from countries like Brazil, Japan, Germany, and France. A key element leading to the difference is the different economic structure. Economic structure restricts all business operations in a country. It is defined as the way a country utilizes its resources to produce goods and services. It is also the system for allocating these resources

All countries have to face a basic issue: how to utilize limited resources to meet the demands of a society. It concerns a series of problems:

Which products and services should be provided?

Who should provide them?

How much should be provided?

How should these products and services be allocated in the society?

Economists name resources utilized to provide products and services as factors of production. Perceived from this aspect, we shall illustrate various types of economic structure.

3.1 Factors of Production

To a great extent, difference in economic structures results from different ways to manage factors of production. Factors of production are fundamental resources of a country. They are used in economic system to produce goods and services demanded by people. Traditionally, economists agree that factors of production include: labour, capital, entrepreneurs, and natural resources. In our opinion, natural resources should cover all physical resources. Meanwhile, information resources should be included in factors of production.

Labour: Labour is also what is now called human resources. It refers to the contribution made by labourers both physically and intellectually in the process of economic production.

Capital: To obtain natural and human resources, an enterprise must possess enough capital to guarantee its operation. Capital refers to the money used in the operation of an enterprise. Its function is to establish a new enterprise and by continuing to invest to ensure the growth of the enterprise.

entrepreneurs: The word "entrepreneur" comes from French. It was coined in the early 18th century by French economic sociologists and introduced into economic theories. Adventurism was involved in original connotation of the word. In English, an entrepreneur means a person who creates an enterprise and is in charge of managing it. Entrepreneurs are those who dare to adventure, and dare to embrace opportunities. They establish and operate their own businesses. Surely, only those who manage an enterprise with creative mentality and remarkable achievement can be counted as entrepreneurs. Modern entrepreneurs are managers. The core of the management is creativity. The creativity of entrepreneurs nurtures dynamic economic



坚持市场化、产业化、社会化的方向，建立公开、平等、规范的行业准入制度，营利性公用服务单位要逐步实行企业化经营，发展竞争力较强的大型服务企业集团。大城市要把发展服务业放在优先位置，有条件的要逐步形成服务经济为主的产业结构。

3. 经济体制

中国的公司在进行商业运作时，与其他国家的公司不同，比如说美国、澳大利亚、英国等，而这些国家的商业运作又与巴西、日本、德国或法国不一样。造成这些不同的一个关键因素就是各个国家在经济体制上的差异。经济体制制约着这个国家内所有商业的运作。经济体制 (economic system) 是一个国家如何使用它的资源来生产产品和服务，以及如何分配这些资源的系统。

所有的国家都要面对一个基本的问题：如何使用有限的资源来满足社会的需求。这涉及一系列问题：

应该生产哪些产品和服务？

应该由谁来生产这些产品和服务？

应该生产多少这样的产品和服务？

应该怎样在社会中分配这些产品和服务？

经济学家将这些用于生产产品和服务的资源称为生产要素 (factors of production)。现在，我们根据对生产要素的学习来说明经济体制的不同类型。

3.1 生产要素

经济体制间的差异很大程度上是因为它们对于生产要素的管理不同。生产要素是一个国家的基本资源，它们被用于商业系统中去生产满足人们需求的产品和服务。传统上，经济学家认为生产要素包括：劳动力 (labor)、资本 (capital)、企业家 (entrepreneurs) 和自然资源 (natural resource)。然而，我们认为生产要素中的自然资源应该扩展为所有的有形资源 (physical resource)，同时，信息资源 (information resource) 也应该成为生产要素中的一部分。

劳动力：劳动力我们现通常称为人力资源 (human resource)。劳动力是指劳动者在经济生产过程中所作出的身体上的和智力上的贡献。

资本：为了获得自然资源 and 人力资源，企业必须要有足够的资金才能运作起来，资本就是用于运作企业的资金。它的作用在于成立一个新的企业并持续投入使之成长。

企业家：“企业家”一词源自法语，由 18 世纪早期法国经济社会学家创造并将其引入经济学理论，原意带有冒险家的意思。在英语中，意为创建企业并担任经营管理职责的指挥者。企业家是那些敢于冒险、敢于拥抱机会的创业者，他们开创并运作自己的商业。当然，只有那些具有创新思维并取得卓越业绩的企业经理才能称得上企业家。现代企业家



movement and economic development. Many economists take entrepreneurs as “innovators”, stressing that being “creative” should be the fundamental quality of an entrepreneur, and to innovate should be the function of being an entrepreneur.

Physical resources: physical resources refer to all tangible resources utilized in business operation, including natural resources, raw materials, offices, production facilities, computers and other equipment.

Information resource: Though tangible resources have played a key role in the developing process of human society, information resource is showing its edge now. Business operation depends on information resource. A successful business operation depends on market exploration, and information is indispensable for market prediction. A business needs a large talent pool of various specialities and expertise. These talents possess enormous amount of information and knowledge. The operation of a business, no matter it is concerned with finance management, production or logistics, depends on collecting information, analyzing it, and putting it to use. Information resource is more and more crucial in modern business activities.

In a relatively isolated economic environment, if there are abundant natural resources, human resources, capital, and entrepreneurs, enterprises can be in an advantageous position. However, with the advent of globalization in the post war era, information resource and high quality talent start to play a key role to success. Once an economic entity has developed to certain extent, it can obtain capital from abroad, import raw materials from another place of the world, and set up factories in places where labour cost is low. Economic entities can operate in any country with a stable political situation. They can also move to places with developed economy and cheap labour force. Therefore, in the background of globalization, possessing high quality talent and information resource becomes the symbol of possessing a developed economic entity.

3.2 Classification of Economic System

Different economic system requires different ways to manage factors of production. In some, factors of production are possessed privately, while in others, they are under the control of countries or governments. Different policies on production and allocation exist in different economic systems. For instance, in planned economic system, central government makes policies on production and allocation. It controls majority factors of production and is the policy-making body. In a market economic system, producers and consumers, as individuals, act and react on the demands and supply of markets. In the following section, we will do more research on these two economic systems.

Market Economies:

Market refers to a mechanism that guarantees trade of products or services between buyers and sellers. Capitalism is the terminology most often mentioned when a market economy is described. In this mechanism, most businesses are owned and operated privately. Instead of having government controlling the factors of production, supply and demand in a market decide what products or services should be provided. Thus, market economy encourages individuals to pursue success through their own effort, which also entails facing failure when business operation is not successful.



是管理者，其管理活动的核心是创新，企业家的创新产生了动态性的经济运动与经济发展。许多经济学家将企业家视作“革新者”，强调“创新”作为企业家的真正职能和必备素质，区别于企业的日常工作和单纯的管理行为。

有形资源：指企业在运作其商业时所使用的那些有形的物资。有形资源包括：自然资源、原材料、办公室、生产设备、电脑和其他设备等。

信息资源：有形资源在人类社会的发展历程中曾经起到关键作用。但是，现在信息资源却发挥着无比重要的作用。商业运作的本身就依赖于信息资源。市场开拓的成功与否直接关系到商业运作的成败，而市场预测需要信息；企业需要各种专业的和管理类的人力资源，而这些人才也是建立在他们自身掌握了大量的信息和知识的基础之上；企业的财务、生产、后勤等各方面的运作都依赖于信息的收集、整理和利用。信息资源在人类当今商业活动中扮演着愈发关键的角色。

在相对封闭的经济环境中，一个国家拥有丰富的自然资源、人力资源、资本和企业家，这个经济体中的企业则被认为处于一个有利的地位。但是，随着战后经济全球化的到来，信息资源和高素质的人才成为关键。各个经济体的开发程度增加，使得一家公司可以从国外获得资本，在世界的另外一个地方采购原材料，再到劳动力便宜的国家设立工厂，他们可以把经营活动搬到任何一个政治稳定、经济开发、劳动力价格低廉的地方。因此，在全球化的背景下，对高素质人才和信息资源的拥有成为一个发达的经济实体的象征。

3.2 经济体制的分类

不同的经济体制对于生产要素的管理是不同的。在一些经济体制下，生产要素的所有者是私人；在另外一些经济体制下，生产要素被国家或是政府控制。经济体制的不同还在于对于如何生产和分配的决策方法不一样。例如，在计划经济体系中，产品生产和分配必须依赖中央政府，中央政府控制绝大多数的生产要素，决策也是由中央政府作出。在市场经济体系下，生产者和消费者这样的个体通过市场的供给和需求来进行产品生产和分配活动。接下来，我们将研究这两种不同的经济体系。

市场经济 (market economies)

市场指的是一种机制，维护买家和卖家之间产品或服务的交易。资本主义 (capitalism) 是描述市场经济体制时最常提及的术语。在这种体制下，绝大多数的商业由个人拥有和运作，生产什么产品和服务由市场的供应和需求来决定，而不是通过政府对生产要素的控制来支配社会生产。因此，市场经济体制鼓励个体通过自己的努力获得成功的机会，当然，这也意味着可能不成功的商业运作而带来的失败。



Capitalism originated in the 18th century, advanced by Adam Smith, an economist. According to Adam Smith, markets in an ideal capitalist economy have self-adjusting function to guarantee adequate amount of goods and services are provided without government control.

In the ideal capitalist system envisioned by Adam Smith, government's interference in economy is strongly opposed because markets are supposed to possess self-adjusting function. He believes that competitive power will push the price that drifts too far away back to the range of consumers' acceptability. Nonetheless, nowadays even in highly productive countries like the United States, governments will intervene in markets to influence price and wage setting, or change ways to allocate resources.

Planned Economies:

Planned economy can be traced back to the 19th century, when Karl Marx, a German economist, conceived the idea of communism. In a communist society, most of the factors of production are controlled by central government. Central government is also responsible for distribution and allocation of productive resources at macro level. Such an economic system is called planned economy. In Karl Marx's communist society, people will volunteer to participate in production and have economic reward according to their own need. Karl Marx also anticipates that government's interim control of the factors of production will give way to laborers' when a society reaches maturity.

In the mid 20th century, many Eastern European countries and the Soviet Union adopted socialism. Now it is still the dominating system in China, Cuba, North Korea, and Vietnam.

Mixed Market Economies:

The above-mentioned two theoretical economy models represent two poles of economic system, which rarely exist in the real world. Pure market economy endows individuals with largest degree of freedom. There is no interference from government in economic activities. By contrast, pure planned economy entails that government controls all factors of production as well as the allocation of goods and services. Private ownership is restricted to the minimal extent.

Mixed market economy can be illustrated by economic system in the United States where free market economy takes the dominating position with only occasional interference from the government. It is characterized by limited interference. Mixed market economy is adopted in many other developed countries like Canada, German, Japan, and Britain. The only difference is the extent of government interference. In a mixed market economy, personal pursuit of wealth is encouraged and individual profit is deemed to be beneficial to the entire society.

From the perspective of entailed economic freedom, socialism is positioned between capitalism and communism. It belongs to communism, but in socialist economy, government controls only key factors of production instead of all productive resources. Government possesses land and interference from government covers all industries related to the national economy and the people's livelihood, such as transportation, energy, communications, iron and steel, national security, and banks. In other less important industries, private ownership is permitted and both enterprises and individuals can strive for their own benefit.

