

管理学英语

口语与听力训练

韩经纶 主编

CONTEMPORARY MANAGEMENT ENGLISH

— Skill Training for
Spoken English &
Aural Comprehension

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前言

中国的改革开放已经胜利地走过了近 30 年的光辉历程,取得了举世瞩目的成就。随着社会主义市场经济的初步建立与不断完善,中国经济已经全面融入世界经济大潮。目前中国已经同世界上 190 多个国家和地区建立了经济贸易关系;在相当长的一段时间内,每年中国吸引外资的总额一直居发展中国家首位,最近又超过了美国,居世界第一位,成为众多跨国企业的首选投资场所;贸易总额已进入世界十大贸易强国之列;中国对外贸易依存度(进出口贸易总额占 GDP 比例)已接近 40%。在这一形势推动下,许多中国企业纷纷跨出国门,走向世界,积极从事企业全球化经营与管理,以提升企业国际竞争能力。与此同时,世界各国的著名跨国企业也先后进入中国,通过建立合作、合资企业或独资企业,抢占摊位,开拓中国市场。这一发展趋势急需培养大批懂技术、会管理、精通外语的高素质、复合型优秀人才。

有鉴于此,作者曾经于 1996 年编辑出版了一本《现代管理学与经济学英语》,由山东济南出版社发行,受到了使用该书的管理与经济学院、校、系、所广大师生及有关人士的好评。2004 年 5 月,南开大学出版社也出版了由本人编著的另一本《管理学英语基础教程》,总体反应良好。尽管如此,作者却在多年教学与实践中发现,英语的听、说能力非常重要,而对中国学生来讲,又难于在短期内提高,特别是在与专业相结合时,其难度更大。而现实情况是,随着中国改革开放的深入,特别是中国加入“世界贸易组织”之后,将有更多的组织、企业和个人要“走出去”或“请进来”。因此,运用英语听、说能力的地方与场合越来越多,如参加业务谈判,陪同外宾参观工厂、企业,出席国内外各种学术会议、报告会、研讨会,出国访问、讲学、经商、留学、旅游等,无不时时需要较强的英语听、说能力。如果在这方面有足够的训练和功底,则可以收到事半功倍的满意结果。

基于上述几种考虑,作者根据本人多年来从事管理学、国际企业管理、国际营销与国际贸易,特别是从事有关经济管理英语和商务英语教学与研究的经验,与外国友人长期交流并亲身参与涉外经贸活动的实践以及多次出国研修、访问与讲学的切身体会,又编写了这本《管理学英语——口语与听力训练(Contemporary Management English—Skill Training for Spoken English & Aural Comprehension)》,以适应改革开放和“后入世”时期发展的新形势和广大师生以及各方有关人士提高管理专业英语听、说能力的需要。

本教材是在广泛查阅、系统搜集与整理西方管理名著、标志性教材、有影响力的报纸、核心期刊的典型文章的基础上,经过精选、加工和编辑而成。其特点为:

(1) 内容精炼,有代表性。不仅涵盖了管理学的主要内容,同时还反映了管理学的最新发展动向。

(2) 体裁新颖,英语地道。本书将规范的语言以会话的形式表达出来,便于读者记忆和模仿。此外,还特意聘请了外国专家为本书录制了磁带,以供读者领略和享受地道英语语言、语调的美妙之处。

(3) 全书结构合理,融学术性、专业性、实用性于一册。全书由 30 课组成,包括了管理学的主要内容以及实际管理活动的各主要环节和情景。每一课由一段对话、常用词语、句型练习、听力材料和各种对话练习构成。凡具备初步基础英语水平者都可以读懂和学好本书。

通过学习此书,不仅可以巩固和拓宽读者的基础英语知识面,而且还可以提高其管理专业英语水平,特别是有利于增强其专业英语的口语表达能力和听力。此外,对管理学院、校、系、所的广大师生,以及那些非经济管理领域而对管理学颇感兴趣的有识之士来讲,此书又是帮助他们学习和拓宽管理学基础知识的好机会。目前,在国内这类体例的专业英语教材还几乎是个空白。

实际上,该书的读者面很广。它不仅可以用作高等管理学院、校、系、所内各类专业的本科生、研究生(含 MBA 与 EMBA)专业英语及口语、听力教材,而且也适用于其他层次的学生提高英语水平、口语表达和听力能力,还可以用作“三资企业”内的中方管理人员、外经贸战线的广大干部、职工以及所有企业人员的出国培训和进修教材。外语、外经、外贸高等院校、校、系、所的学生也可参考使用。

作者相信,随着时间的推移,中国的改革开放必将取得更加辉煌的成就,中国经济也会在这一进程中更紧密、更全面地融入世界经济大潮之中,中国企业的国际化、全球化经营也必将达到一个新的高度。这本书的及时出版,无疑会有助于提高管理学院、校、系、所广大师生、各类读者和有识之士的专业英语水平,特别是口语表达能力和听力水平。此外,还可以丰富他们的管理知识。这对于快速培养高素质的国际经济管理人才,推动中国企业进一步走向国际,提升中国企业的国际竞争力都将产生重要的、深远的积极影响。若果如此,作者将不胜欣慰。

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LESSON ONE

A Dialogue between a New Management Trainee and a Receptionist

William: How do you do? My name's William Smith.

Sheila: I'm pleased to meet you, William. I'm Sheila Morgan, the receptionist. Is there anything I can do for you?

William: Nice to meet you, Sheila. I'm a new management trainee. This is my first day.

Sheila: Welcome to our company.

William: Will you please tell Mr. Black I'm here?

Sheila: Certainly, one moment please (picks the phone up). Good morning, Mr. Black. This is Reception Office. Mr. Smith is here. He is the new management trainee. Yes, all right. I'll send him up (puts the phone down). Will you please go up to Mr. Black's office? It's number 14, on the third floor. The lift is over there.

William: Thanks very much.

Sheila: That's all right.

I. Vocabulary and Expressions

How do you do?		你好! (用于初次见面时的寒暄)
receptionist	<i>n.</i>	接待员
trainee	<i>n.</i>	学员; 受训练人
reception	<i>n.</i>	接待; 接见
floor	<i>n.</i>	(楼房的) 层
lift	<i>n.</i>	[英] 电梯
all right		[口] 好吧; 行; 确实
be pleased to		很高兴 (做某事)
go up		上升
send up		把……送上去; 使……上升
put down		放下

II. Useful Sentence Patterns

1. My name is

William Smith.
Richard Stewart.
James Mckinnen.
Jack Davis.

2. I'm pleased to

meet you.
show you around.
hear your comments on our products.
be your agent in China.

3. I'm

Sheila Morgan.
a new management trainee.
very impressed with your quality control.
looking forward to receiving the samples.

4. Is there

anything I can do for you?
any difference between size A and size B?
any limitation on weight?
any problem to deliver the goods?

5.

Nice
Glad
Pleased
Good

to meet you.

6. This is

my first day.
a good way of ending up with bad debts.
the color showing which commodities are sold.
exactly what I want to know.

7. Welcome to

our company.
my office.
our university.
China.

8. Will you please

tell Mr. Black I'm here?
go up to Mr. Black's office?
show me the picture?
wait a moment?

9.

Good morning,
Hello,
Good afternoon,
Good evening,

Mr. Black. This is

Reception Office.
Sheila Morgan.
Fred Smith.
Ann Mugabe.

10. The

lift is
shipping documents are
warehouse is
showroom is

over there.

III. Exercises

1. Put the following dialogue into English.

(一位美国客户参观一家电器工厂)

公司总经理: 很高兴向您介绍我们工厂的厂长李先生。这是约翰先生。

客户: 你好! 李先生。

李厂长: 你好! 约翰先生。

客户: 你们工厂比我想象的大多了。

李厂长: 是吗? 实际上, 它原来很小, 只是去年我们扩大了它的规模。我非常高兴带你到工厂四处走走。

客户: 我非常乐意, 谢谢!

2. Practice the following dialogue with your partner.

Salesman: Good morning, my name is Mr. Lee. I represent the Oriental Company. I'd like to see the person in charge of purchasing. Here's my card.

Director: Well, I'm the person in charge of purchasing. I'm Alice Gray.

Salesman: How do you do, Ms. Gray? I'm very happy to meet you.

Director: The pleasure's mine, Mr. Lee. Please come this way.

Salesman: Thank you very much.

IV. Listening Material

What is Management?

Management is defined as the process of achieving an organization's goals through the coordinated performance of five specific functions—planning, organizing, staffing, directing, and controlling.

The organization's goal can be anything the organization seeks to do. Some goals are large, such as to visit the moon, install a pipeline, build a submarine, or operate a 2,000-room hotel at a profit. Other goals are comparatively small, such as to win a football game, get a report done by Friday, or sell more than what was sold last quarter. But regardless of a goal's size, these same

functions must be performed by any organization in order to attain a goal.

Management involves five basic functions.

1. Glossary

define	<i>vt.</i>	解释；给……下定义；规定
process	<i>n.</i>	过程；进程
coordinated	<i>p.p.</i>	使同等的；使协调的
performance	<i>n.</i>	行动；行为；完成；执行；成绩
specific	<i>a.</i>	特定的；特有的；具体的；明确的
staffing	<i>pres. part.</i>	配备职员
install	<i>vt.</i>	安装
submarine	<i>n.</i>	潜水艇
perform	<i>vt.</i>	履行；执行；完成
involve	<i>vt.</i>	包括；包含；使卷入；涉及

2. Questions

- 1) What is the definition of management?
- 2) What are the five specific functions of management?
- 3) Are all the goals the organization seeks large?
- 4) Are all the goals small?
- 5) What are the large goals?
- 6) What are the small goals?

LESSON TWO

The First Assignment

Mr. Black is one of the directors of the company. He is responsible for management services. He looks after the trainees and supervises their training program.

Black: Good morning, Mr. Smith. My name's Black.

William: Good morning, Mr. Black.

Black: Please sit down. Welcome to our company. I hope you're going to enjoy working for us.

William: Thank you, I will.

Black: Would you like a cigarette?

William: Yes, please.

Black: Here's a light.

William: Thanks very much.

Black: Now, I expect you are wondering which department you're going to work in!

William: Yes, I am.

Black: Well, Mr. Smith, you're going to start in the Production Department. Mr. Pound is the Manufacture Director. Now, have you any questions?

William: Is there a staff canteen?

Black: Yes, there is. It's a very good one. It's on the ground floor. Now my secretary is going to take you to your new office. Good luck to you.

I. Vocabulary and Expressions

assignment	<i>n.</i>	分配; 委派; (分派的) 任务
be responsible for		负责
look after		看管; 照料
supervise	<i>v.</i>	监督; 管理; 控制
training program		训练 (培训) 计划
cigarette	<i>n.</i>	纸烟
light	<i>n.</i>	引火物 (如火柴或打火机)
director	<i>n.</i>	指导者; 主任; 处长; 总监
staff	<i>n.</i>	(全体) 工作人员; (全体) 职员
canteen	<i>n.</i>	小卖部; 临时餐室
Production Department		产品部

II. Useful Sentence Patterns

1. I hope

you're going to enjoy working for us.
everything is going according to the schedule.
the price won't be fluctuating.
you can sell on a long credit basis.

2. Would you like

a cigarette?
a cup of coffee?
a cup of tea?
some bread?

3. Here's a

light.
chair.
book.
tape recorder.

4. I expect

you are wondering which department you are going to work in.
the goods can be classified in this item.
we have a branch office in your city.
our order will be above 1,000 dozen.

5. Is there

a staff canteen?
any railway service here on Sunday?
a bank?
an electric company office?

6. Please

sit down.
get up.
come in.
post the letter for me.

7. Thanks

very much.
a lot.
for helping me.
for giving us an allowance of 10%.

8. You are going to

start in the Production Department.
be an agent in China.
develop the new product.
make an inspection tour of some factories.

9. Mr. Pound is the

Manufacture
Production
Financial
Planning

Director.

10. It's on the

ground
second
third
first

floor.

III. Exercises

1. Put the following dialogue into English.

经理：给亚洲公司的发票发出去了吗？

职员：发出去了。这是复印件。

经理：谢谢，李小姐。

职员：还有，又该给他们送报表了，对吗？

经理：对，总数是多少？

职员：不多，这个月我们只送了两批货，大约 1 500 美元。

经理：让我看一下档案。

2. Practice the following dialogue with your partner.

Counselor: Are these machines used for making calculations?

Clerk: Yes, Ms. Anderson. This one is an adding machine, with a ten-key arrangement.

Counselor: It looks easy to use.

Clerk: Oh, yes. It provides a printed tape record. All the factors in the calculation and the subtotals are shown.

Counselor: That's splendid, far better than an abacus.

Clerk: I think so, but for more intricate or intensive calculations in statistical work, these machines are not adequate.

Counselor: Of course not. Do you use any electronic computers?

Clerk: Yes, we use the electronic punch card computers in our Electronic Data Processing Department.

IV. Listening Material

What is an Organization?

An organization is a group of people who work together to achieve common goals. There are hundreds of different kinds of organizations—businesses, universities, hospitals, churches, armies, theater groups, government agencies, and many more. Some organizations seek profit; some do not. But they all seek to attain goals of some kind.

We know that organized life is essential to our survival. In the absence of organization there would be chaos, anarchy, little of any productivity, and human suffering on a massive scale. We also know that organized life requires direction, or management. Without leadership an organization ceases to be a united, cooperative entity, and social goals cannot be achieved.

1. Glossary

goal	<i>n.</i>	目的; 目标
agency	<i>n.</i>	代理
profit	<i>n.</i>	利润; 利益
attain	<i>vt.</i>	达到; 完成; 获得
survival	<i>n.</i>	生存; 幸存
chaos	<i>n.</i>	混乱; 无秩序
anarchy	<i>n.</i>	无政府状态; 混乱; 无秩序
productivity	<i>n.</i>	生产率; 生产能力
management	<i>n.</i>	管理; 经营; 处理; 安排
cease	<i>vi.</i>	停; 息
	<i>vt.</i>	停止; 结束
	<i>n.</i>	停息
entity	<i>n.</i>	实体

2. Questions

- 1) What is an organization?
- 2) How many kinds of organizations are there in the society?
- 3) Can you name some of them?
- 4) Do all the organizations seek profit?
- 5) What do they all seek to?
- 6) How important is the organized life?
- 7) What would there be in the absence of organization?
- 8) What would happen to an organization without leadership?
- 9) Can social goals be achieved without leadership?

LESSON THREE

Definition of "Management"

In the office of the Production Department, Mr. Pound, the Manufacture Director is talking with Mr. Smith about the meaning of the word "management."

William: I'd be most grateful to you, Mr. Pound, if you can tell me the meaning of the word "management."

Pound: Well, Mr. Smith, I think the best definition is the one given by James L. Hayes, the Dean of the School of Business Administration at Duquesne University. He said that "management" was getting things done through other people.

William: That's a very accurate and clear definition, isn't it?

Pound: Yes, it tells us a great deal about both the concept and actual practice of management.

William: I've always felt that management was both an art and a science. Do you agree with that?

Pound: Yes, I do. It's a science in that it can be measured by results and is subject to methodological analysis. But of course, management does not rely exclusively on the scientific method and therefore is also an art.

William: Yes, that's very true. And like other arts and sciences, management requires careful discipline and training to develop and perfect one's skills.

Pound: Indeed. While some people may be born with certain talents for management, there is no substitute for training and discipline to develop these skills.

I. Vocabulary and Expressions

production	<i>n.</i>	生产; 制作; 产品
department	<i>n.</i>	(企业、机构等的) 部(门); 司; 局; 处
manufacturing	<i>a.</i>	制造的; 生产的
definition	<i>n.</i>	定义; 解说
management	<i>n.</i>	管理; 经营
grateful	<i>a.</i>	感谢的
meaning	<i>n.</i>	意义; 含义; 意图
dean	<i>n.</i>	(大学) 院长; 系主任; 教务长
Duquesne University		杜基斯尼大学
the School of Business Administration		商学院(管理学院)
accurate	<i>a.</i>	准确的; 精密的

a great deal		大量
concept	<i>n.</i>	概念; 观念
actual	<i>a.</i>	实际的; 现实的; 事实上的
practice	<i>n.</i>	实践; 实际
both...and...		既是.....也是.....
agree with		同意
subject	<i>a.</i>	应服从的; 隶属的
methodological	<i>a.</i>	一套方法的
analysis	<i>n.</i>	分析; 分解; 解析
rely on		依靠
exclusively	<i>adv.</i>	唯一地; 全部地
scientific	<i>a.</i>	科学(上)的
method	<i>n.</i>	方法; 条理; [美]教学法
require	<i>vt.</i>	需要; 要求
discipline	<i>n.</i>	训练; 纪律; 风纪; 领域; 学科
	<i>vt.</i>	训练; 使有纪律; 惩戒; 训导
perfect	<i>vt.</i>	使完美; 完成; 使熟练
	<i>a.</i>	完美的; 理想的; 熟练的; 精通的
	<i>n.</i>	[语]完成时
develop	<i>v.</i>	发展; 发扬; 开发
indeed	<i>adv.</i>	真正地; 实际上; 确定; 真是
talent	<i>n.</i>	天才; 天资; 才干; 人才
substitute (for)	<i>n.</i>	代替物

II. Useful Sentence Patterns

1. I think

the best definition is the one given by James L. Hayes.
rates will vary with the class of merchandise carried.
there are many factors that go to make up insured valuation.
the rate of All Risk is 0.05%.

2. That's

a very accurate and clear definition,
a part of the service on the broker's side,
a grammatical mistake,
a fundamental principle,

isn't it?

3. Management is both an art
The film is amusing
This book is interesting
The definition is about the concept

and a science.
educating.
knowledgeable.
actual practice of management.

4. I'd be most grateful to

you.
your country's technicians for their considerable assistance.
you for your help.
you all my life.

5. Management

does not rely
does not count
does not depend
is not based

exclusively on the scientific method and therefore is

also an art.

6. I'd be most

grateful
thankful
indebted
moved

to you, Mr. Pound.

7. He said that

"management" was getting things done through other people.
there would be an increase in price.
invoices were generally sent with the goods.
rates varied with the volume of merchandise.

8. It tells us

a great deal
a lot
lots
much

about both the concept and actual practice of management.

10. Management does not rely

exclusively
entirely
completely
fully

on the scientific method and therefore is

also an art.

III. Exercises

1. Put the following dialogue into English.

专家：我认为管理是完成某些职能，执行某些工作，以达成某些特定目标。

经理：您是说管理不是一个抽象的观念，而是实际上“做”某项工作的意思。

专家：是的，是这样的。管理依靠的是完成某些特定的任务和工作。例如，处理计划，组织、安排人事和指挥人去执行这些任务。

经理：是的，是这样的。同时我们也要考虑技术革新和预算之类的事情。

专家：正是这样。这些也是整个管理工作的组成部分。

2. Practice the following dialogue with your partner.

(A Chinese electronic-manufacturer talks with an American importer)

Manufacturer: This is our showroom, Mr. James.

Importer: It's very beautiful!

Manufacturer: We have four floors of merchandise to see. Where shall we start?

Importer: Four floors! It looks as if it's going to be quite a trip, doesn't it?

Manufacturer: If we really look at everything, it will be, but you may only want to see some of the items you're especially interested in. We can just have a glance at the rest.

Importer: Good idea! This looks like a small-sized department store for special electrical and electronic appliances.

Manufacturer: Yes, but we still need about four or five more floors.

Importer: I can understand that. The demand for electrical appliances is skyrocketing in your country.

IV. Listening Material

Job Titles Vary with the Type of Organization

The people whose main job is to perform the five functions in order to achieve goals are managers. However, job titles for managers depend on the organization. Managers in business organizations are usually given the title "manager." Often this title is prefaced by an adjective that suggests what is being managed. Thus, there are sales managers, customer-service managers, and electronic-data-processing managers. Often in nonbusiness organizations the manager is given another title that fits more closely with the customs of the organization. Thus a religious organization may be managed by a bishop, a military organization by a colonel, a medical facility by an administrator, and a trade association by an executive director.