

MBA英语系列教材

MBA英语听说教程

曹晓玮 编著

教师用书

(下册)



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序

知识经济时代悄然而至，管理教育面临着全球化、信息化与整合化的挑战，社会上对管理培训的需求日益增加，管理教学的结构与内容也随之发生了很大的变化。为此，搞好工商管理硕士（MBA）学位教育，为国家与社会培养出更多更好的复合型管理人才，是我国管理院校应该认真执行的重大战略任务。

英语教学是 MBA 教学成功与否的关键。《工商管理硕士教学大纲》中规定：“英语是 MBA 研究生的公共学位课程之一。”“工商管理硕士（MBA）学位是一种培养我国工商界、金融界应用型、综合型的高级管理人才的学位，其英语教学内容和教学目的必须体现这个特点，即培养学生具有较强的阅读能力，一定的写、译能力和基本的听、说能力，使他们能以英语为重要工具进行本专业的学习和研究，即能顺利阅读本专业的英语材料，获取和交流本专业所需的信息，了解和熟悉当代社会经济、管理和科学技术发展的动态，并能在实践中运用英语开展一些基本的国际经济技术合作与交流工

作。”同时，《工商管理硕士教学大纲》对英语教学的内容也作了相应的量的规定。

但是，从几年的英语教学实践来看，仍有不尽人意之处，一是认识不清，二是教材不足。认识不清是指有些教员仅仅将 MBA 英语看作一门公共外语课，没有充分认识到其特殊性。教材不足是指至今尚无很好的适合 MBA 专业的外语教材。结果是，MBA 学员只好随从教师去涉猎莎士比亚式的文学语言，大钻洋人的牛角，所学的单词、语汇与现实甚远，不能适应社会对现代管理人才的需求。因此，MBA 的英语教学也到了非改革不可的地步。

中国人民大学外语系的教师们根据自己多年的实践，为我们 MBA 的英语教学编写了一套系列教材，实在是 MBA 英语教学中一件可喜之事。本套教材试图将基础英语的教学与专业英语的教学融为一体，既照顾到语言学习的规律性，同时尽可能多地渗透大量的专业知识，从而达到扩大专业词汇量，提高学生对语言的实际应用能力的目的。希望本套教材的出版，能够促进 MBA 的英语教学，提高 MBA 学生的实际英语水平与运用英语语言的能力，为我国经济管理的改革与实践服务。

徐二明

中国人民大学工商管理学院

1998 年 8 月

前 言

听力课是 MBA 英语教学中一门重要的基础课程，它的主要目的是培养学生的英语听说能力。本教程是依据《工商管理硕士教学大纲》和《非英语专业研究生英语（第一外语）教学大纲》的要求编写的，适用于工商管理硕士研究生以及经济、贸易、金融等专业的硕士研究生和相关专业的博士研究生，也适用于涉外机构工作人员、政府机构工作人员及参加出国培训人员。

根据 MBA 英语教学的目的和特点，本教程在编写过程中注意做到以下两点：

一、取材力求全面、新颖、实用

为保证教学内容的新颖性，本教程的材料几乎全部取自近两年、尤其是 1998 年的国外出版物及媒体报道。

本教程选用与 MBA 各门课程有关的题材，内容涉及经济、财政、金融、管理、统计、运筹、伦理等许多方面，并选用情景对话、广告、访谈录、演讲、股评、论文简介、新闻报道等多种文体，尝试着将英语语言知

识与 MBA 专业知识融为一体，以专业知识为基础，以掌握英语语言技能为目的，从而达到扩大学生的专业词汇量，提高学生对语言的实际运用能力的目的。

本教程分为上下两册。上册的难度在大学英语 3 级~6 级几个层次之间，单词量在 4 000 个左右；考虑到使用者在学习上册之后，水平已有所提高，下册的难度比上册适当加大，相当于大学英语 6 级水平，单词量在 6 000 个左右，其中专业词汇占的比例较大。

二、根据语言教学的规律精心编排教学内容

本教程上、下册各安排了 16 课，每 4 课为一个教学单元。每个单元前 3 课是正课文，第 4 课是模拟考试，目的是检测教与学的效果。每一课的前 3 个部分是听力训练，旨在帮助学生掌握正确的语音、语调及语速规律以及实用的词汇、惯用语和句型；第 4 部分是口语练习，主要是对本课所学内容进行实际应用，以巩固所学的知识。整套书是一个循序渐进的螺旋式上升的过程。

本套教程包括学生用书和教师用书，并配有由外国专家录制的盒式磁带共 9 盒。每册书的基本设计为每课 2 学时，学完一册共 32 学时。本教程还适当增加了口语练习的比重，话题涉及的内容广泛，以便达到学以致用的良好效果。学生用书中除对每篇材料提供必要的词汇注释外，还对相关的背景作了介绍。有声材料的文字内容收在教师用书中。

本教程上册由李桂荣编写，下册由曹晓玮编写。全套教程由李桂荣确定题纲和体例，并最后审定。

本教程在编写过程中得到中国人民大学工商管理学院院长徐二明教授、研究生院院长周新城教授、外语系系主任张勇先教授、外语系研究生英语教研室主任黎思恺教授的支持，得到人大出版社费小琳、徐莉女士的具体帮助，在此一并深表谢意。还要感谢 Mr. Paul White、Mr. Krisantha Sri Bhaggiyadatta 和 Ms. May Yee，他们在听力教材的录制过程中，对原文提出了很多有益的建议，使本书增色不少。

本教材是对 MBA 英语教学教材建设的初步尝试，缺陷和疏漏在所难免，诚待各位同仁及使用本教材的读者提出宝贵意见。

编者

1998 年 12 月

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UNIT ONE

Section One: Advertisements

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The Fujitsu Asia Pacific Scholarship Program offers scholarships to Asian students through the Intercultural Management Program and Asia-focused MBA programs between JAIMS and the University of Hawaii. One of the JAIMS missions is to contribute to the human and economic development of the Asia-Pacific region through higher education.

By preparing Asia's future global managers for what lies ahead, JAIMS hopes to give Asia the know-how to thrive in competitive international environments. Which is just the type of training so vital to prospering in the coming century. For more information on JAIMS, look in the upcoming (June 22) issue of TIME. Or see us on the Internet: www.jaims.org/.

Section Two: A Viewpoint

“I am tired”, wrote Takayuki Kamoshida before he hanged himself in his mother's apartment last month. “I have reached my limit.” Nobody knows exactly why the 58-year-old personnel director at the Bank of Japan com-

mitted suicide. But his simple message evokes the despair that has pushed a record number of officials and businessmen to take their own life since the beginning of this year. Their deaths are indications of the fear that plagues the Japanese as they watch their economy worsen. The number of bankruptcies and unemployed is higher than at any other time since the end of World War II. Says Hiromi Karouji, a 45-year-old housewife in a Tokyo suburb: "I can't recall any time when people lived with such a strong sense of crisis."

When the other Asian Tigers began toppling last year, most of the world thought Japan was the bulwark that would protect the rest of the globe from the spreading economic distress. Instead the Japanese crisis just keeps deepening. Last week eight of Japan's top banks announced multibillion-dollar losses. Then Moody's Investor Service downgraded credit ratings for five of them, including Bank of Tokyo-Mitsubishi. Meanwhile the yen plunged to a seven-year low against the dollar. Mostly on those pieces of news, markets around the world, especially in Russia, plunged. "If the yen keeps sinking, there won't be much left of Asia's economies," says Richard Koo, senior economist at the Nomura Research Institute. "And there won't be much left of Japan."

Japan's crisis of confidence could make its own financial collapse a self-fulfilling prophecy. Prime Minister Ryutaro Hashimoto's government only recently began to clarify its plans to rescue troubled banks and reform the economy. But it hasn't helped that every month Tokyo seems to keep revising downward its estimate of the depth of Japan's woes. Besides the banks, companies are recording historic losses. Perhaps the most disturbing news is that Japan's public sector debt is officially equal to at least 100% of its \$ 4.2 trillion gross domestic product and rising. Last month Moody's put Japan's AAA government-debt rating on watch.

Although it makes Japan's U. S. exports more competitive, the fall of the yen is hurting Asia's other exporters and further weakening their economies. Worse, as Japan's banks labor to write off more than \$ 750 billion in bad loans, the world's biggest lenders have all but turned off the spigot. That is one reason why confidence in Korea and Thailand, despite their International Monetary Fund-inspired reform efforts, is plummeting again. It is also partly why last week Hong Kong chief executive C. H. Tung announced that the territory was going into its first recession in 13 years. Says Kenneth Courtis, chief Asia strategist for the Deutsche Bank Group: "This is like hav-

ing someone gasping for air and clamping your hand over his mouth.”

Japan's economic plunge began in earnest last year after the failure of four major financial institutions. As depositors began to panic, Tokyo announced a \$ 200 billion program to stop the run and bolster ailing banks. But Japan's stock and real estate markets have kept falling, pulling the value of bank assets down with them. Now the government is finally pushing for full and honest disclosure, and guess what? The mountain of bad loans just keeps getting bigger. Last week Bank of Tokyo-Mitsubishi announced a whopping \$ 6.7 billion loss. Under the new reporting guidelines, its bad-loan portfolio increased more than 50%, to \$ 166 billion.

The Hashimoto government faces an ever more difficult road to reform. “We are trying hard,” says Vice Minister of Finance Yasuhisa Shiozaki. “But we are running out of time to restore confidence, and without that, we cannot accomplish our task.” In late April, under immense pressure from Washington and other members of the G-8, the government announced a \$ 120 billion spending package to spark a demand-led recovery. But Japan has injected about \$ 500 billion into public sector spending programs since the bubble burst in 1991, and after brief signs of life,