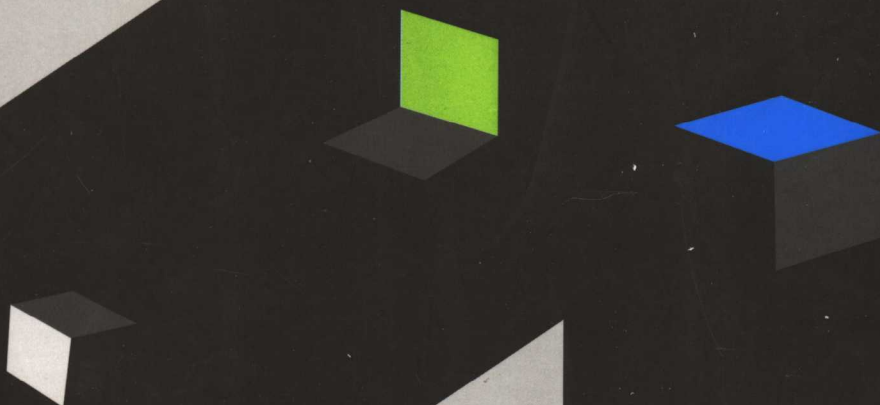


高等院校经济管理类专业双语系列教材

PRINCIPLES OF MANAGEMENT

管理学原理

主编 王毅捷



WUHAN UNIVERSITY OF TECHNOLOGY PRESS

高等院校经济管理类专业双语系列教材

PRINCIPLES OF MANAGEMENT

(管理学原理)

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Wuhan University of Technology Press
武汉理工大学出版社

图书在版编目(CIP)数据

管理学原理(双语)/王毅捷主编. —武汉:武汉理工大学出版社, 2005. 8
高等院校经济管理类专业双语系列教材
ISBN 7-5629-2278-0

I. 管… II. 王… III. 管理学-双语教学-高等学校-教材 IV. C93

中国版本图书馆 CIP 数据核字(2005)第 072258 号

出版发行:武汉理工大学出版社

地 址:武汉市武昌珞狮路 122 号 邮编:430070

<http://www.techbook.com.cn>

E-mail: wutpcqx@163.com wutpcqx@tom.com

印 刷 厂:武汉理工大印刷厂

开 本:787×1092 1/16

印 张:33

字 数:845 千字

版 次:2005 年 8 月第 1 版

印 次:2005 年 8 月第 1 次印刷

印 数:1—3000 册

定 价:39.50 元

凡购本书,如有缺页、倒页、脱页等印装质量问题,请向出版社发行部调换。

本社购书热线电话:027-87394412 87383695 87384729 87397097(传真)

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高等院校经济管理类专业双语系列教材

出版说明

为了提高我国高等教育的国际竞争能力,教育部早在2001年8月就印发了《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》的通知(教高[2001]4号),文件强调,“按照‘教育面向现代化、面向世界、面向未来’的要求,为适应经济全球化和科技革命的挑战,本科教育要创造条件使用英语等外语进行公共课和专业课教学……”该文件还大力提倡编写、引进和使用先进教材。教育部[2005]1号文件《关于进一步加强高等学校本科教学工作的若干意见》中又进一步明确提出,要提高双语教学课程的质量,继续扩大双语教学课程的数量。为响应国家教育部的要求,全国各大高校纷纷以各种形式开设双语课程,通过几年的探索和实践,各高校对双语教学的涵义有了更明确的认识,也积累了一些教学经验。

教材是教学的基础,对于双语教学来说尤其如此。经济管理类专业招生人数最多、就业面最广,而且随着我国加入WTO及对外交往的日益增多,今后对能够熟练使用外语(尤其是英语)的经济管理类人才的需求会越来越大。因此,在经济管理类专业中实施双语教学,具有更加现实的意义。要搞好经济管理类专业的双语教学工作,必须要有相应的英文教材,而我们对十余所教育部所属院校的调研表明,经济管理类专业的原版英文教材与我国的教学大纲及教学体系差异较大,而且普遍存在厚、贵、难等问题,不太适合我国高校的教学状况。此外,我国大学生现阶段的英语水平参差不齐,大多数学生的英语水平还不足以很好地理解英文原版教材的体系和内容,故英文原版教材现在还不可能在我国一般的高等院校大面积地推广。

许多高等院校的经济管理类专业,在开展双语教学的试点工作中,除了采用少量英文原版教材之外,还编写了部分英文讲义,经过试用后有的已经出版。但迄今为止,各校出版的零星英文教材,大多还没有形成系列,远远不能满足日益发展的双语教学的需要。为此,武汉理工大学出版社经过广泛、深入的调研,决定组织编写一套面向全国普通高等院校经济管理类专业双语教学的系列教材。首期五种教材于2005年秋季正式出版发行。

这套教材主要适用于高等院校经济管理类专业的本科生、研究生和MBA学生,其主要特点如下:

1. 通过名校名家,打造高质量的双语系列教材。为了切实保证教材的编写质量和水平,我们将系列教材的编写单位定位于教育部所属且经济管理类专业实力较强的院校,同时对编写人员的资历提出了一定要求,这套系列教材由上海交通

大学、山东大学、中南财经政法大学、武汉理工大学等院校双语教学经验丰富的教师编写,并特邀从事过本专业双语教学的专家、教授和外教审定书稿,力图通过名校名家,打造高质量的精品双语系列教材。

2.按照中国的教学大纲及教学要求编写。教材的体例和内容完全按照中国的教学大纲及教学要求设置,并以优秀的英文原版教材为参考。考虑到我国大学生现阶段的英语水平参差不齐,不少学生的英语阅读能力有限,教材中通过增加注释量对书中的重点和难点尤其是一些关键术语加以解释;或给出相应的参考译文,以帮助学生迅速理解和掌握教材中的知识点,不断提高英语阅读和理解能力。

由于组织编写经济管理类专业双语系列教材在国内还不多见,尽管我们做出了巨大努力,但在编写出版中难免还会存在这样或那样的问题,欢迎广大师生多提宝贵意见,也希望这套教材能得到大家的认可。

武汉理工大学出版社

2005年7月

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