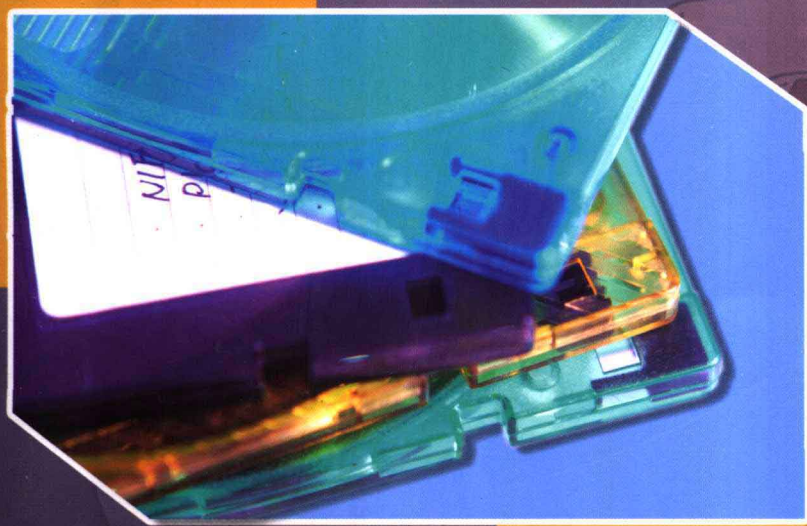


普通高校专业英语教程系列

信息管理专业

英语实用教程

张强华 侯安才 王琳 编著



清华大学出版社

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内 容 简 介

本书的目的在于切实提高读者专业英语能力。

本书分为 12 个单元, 每个单元包括以下几部分: Text A 及 Text B——这些课文包括了基础知识和基本概念; New Words——给出课文中出现的新词, 读者由此可以积累专业的基本词汇; Phrases——给出课文中的常用词组; Abbreviations——给出课文中出现的、业内人士必须掌握的缩略语; Notes——讲解课文中出现的疑难句子, 培养读者的阅读理解能力; Exercises——针对课文练习, 巩固学习效果; Reading Material——可进一步扩大读者的视野; 参考答案——可供读者检查学习效果。

本书既可作为高等院校的专业英语教材, 也可作为优秀高职高专院校的教学用书。作为培训班教材和供从业人员自学, 亦颇得当。

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序

我国英语教育成就非凡，但也面临着许多新的课题。英语教育的根本目标是培养人，培养各行各业人员实际应用英语的能力，使英语成为提高人才能力的助推器。随着英语基础教学水平的日益提高，随着企业对从业人员英语运用能力门槛的不断攀升，专业英语教学得到空前的重视。尽管英语教学界对此还有种种争论，但现实是“看不见的手”有力地推动了专业英语教学的进程：各个高校专业英语课越开越多，社会上各种专业英语培训班日益火爆，从业人员急切地自我充电。正是为了满足这些需要，我们编写了这套“普通高校专业英语系列教材”。

本丛书主要遵循以下原则：其一，实用，我们在兼顾理论体系完整性的同时，尽可能多地从应用角度取材，以期读者在学过本丛书后，感觉工作中的材料就像是本书的一个单元；其二，新颖，我们对各专业的最新发展都给予非常充分的关注；其三，以 E-learn 理念为指导，构筑开放、互动的教学体系。每本书的前面作者都留有电子邮件地址，读者学习中遇到问题可以与作者及时联系。我们亦可拜读者之赐，把本丛书打造成精品教材。

本丛书的作者都有编写教材的经验，都在教学一线，其中相当一些作者具有实际工作经历，因此，本套教材会更贴近读者。

本丛书可作普通高校专业英语教材，各种短期培训班使用本丛书亦颇得当，个人使用本丛书“充电”也极有收益。

受我们才学之窘、时间之迫，书中必有不当之处，望各位读者不吝赐教。

司爱侠

前言

信息是最重要的资源之一，信息管理在许多组织中具有重要地位。信息管理专业从诞生之日起，便承担起培养信息管理人才的重任。信息管理跨管理、网络及软件等各专业，具有很强的综合性。同时，信息管理的各组成部分也在高速发展中，并具有国际化的特征。因此，信息管理人才的专业英语水平对其专业技能的发展至关重要，专业英语成了必修课。

我们以信息管理专业应用实际为依据，采集难度适中、覆盖面广的实用性和前瞻性材料。

在使用本书过程中，如有任何问题，都可以通过电子邮件与我们交流，我们一定会给予答复。邮件标题请注明姓名及“信息管理英语教程(清华大学版)”字样，以免被误删，同时，也可通过出版社与我们联系。我们的 E-mail 地址如下：cicil2323@tom.com。

望大家不吝赐教。我们共同努力，使本书成为一部“符合学生实际、切合行业实况、知识实用丰富、严谨开放创新”的优秀教材。



Unit 1	1
Text A Management and Its Functions	1
New Words	4
Phrases	7
Notes	8
Exercises	9
Text B The Roles and Skills of Management	11
New Words	13
Phrases	14
Exercises	14
Reading Material	15
参考译文 管理及其职能	18
Unit 2	21
Text A Statistics and Management	21
New Words	23
Phrases	24
Notes	24
Exercises	25
Text B Introduction to Operations Research	27
New Words	29
Phrases	30
Exercises	30
Reading Material	31
参考译文 统计学和管理	33

Unit 3	36
Text A Information, Data and Computer	36
New Words	40
Phrases	41
Abbreviations	42
Notes	42
Exercises	43
Text B The Importance of Information Technology and Information Systems	45
New Words	48
Phrases	48
Abbreviations	49
Exercises	49
Reading Material	49
参考译文 信息、数据和计算机	53
Unit 4	56
Text A What is MIS	56
New Words	58
Phrases	59
Abbreviations	60
Notes	60
Exercises	61
Text B Key System Applications in the Organization	63
New Words	65
Phrases	66
Abbreviations	66
Exercises	66
Reading Material	67
参考译文 什么是 MIS	69
Unit 5	72
Text A What is DSS	72
New Words	75

Phrases	76
Abbreviations	76
Notes	76
Exercises	78
Text B Group Decision Support System—GDSS	80
New Words	82
Phrases	82
Exercises	83
Reading Material	83
参考译文 什么是 DSS	86
Unit 6	89
Text A Enterprise Resource Planning System	89
New Words	92
Phrases	93
Abbreviations	93
Notes	93
Exercises	94
Text B The Supply Chain Revolution	96
New Words	98
Phrases	99
Exercises	99
Reading Material	99
参考译文 企业资源规划系统	102
Unit 7	105
Text A OOD/OOP	105
New Words	107
Phrases	108
Abbreviations	108
Notes	108
Exercises	109
Text B What to Do During OOA	111
New Words	114



Phrases	115
Abbreviations	115
Exercises	116
Reading Material	116
参考译文 OOD/OOP	121
Unit 8	124
Text A Data Flow Diagrams(DFDs)	124
New Words	131
Phrases	132
Abbreviations	132
Notes	132
Exercises	133
Text B Introduction to OMG's Unified Modeling Language™ (UML®)	135
New Words	137
Phrases	138
Abbreviations	138
Exercises	139
Reading Material	139
参考译文 数据流程图 (DFDs)	144
Unit 9	148
Text A Network	148
New Words	151
Phrases	151
Abbreviations	152
Notes	152
Exercises	153
Text B Risk Management: The Game of Security	155
New Words	159
Phrases	161
Abbreviations	161
Exercises	161
Reading Material	162

参考译文 网络	167
Unit 10	170
Text A What is Database	170
New Words	172
Phrases	173
Abbreviations	173
Notes	173
Exercises	174
Text B The Database Approach	176
New Words	179
Abbreviations	180
Exercises	180
Reading Material	181
参考译文 什么是数据库	183
Unit 11	185
Text A Project Management	185
New Words	187
Phrases	188
Notes	188
Exercises	189
Text B The Ten Phases of System Development Life Cycle	191
New Words	193
Phrases	194
Abbreviations	194
Exercises	194
Reading Material	195
参考译文 项目管理	197
Unit 12	199
Text A What's Electronic Commerce	199
New Words	201
Phrases	202

Abbreviations.....	202
Notes.....	202
Exercises.....	203
Text B E-Government	205
New Words.....	208
Phrases.....	209
Exercises.....	209
Reading Material.....	209
参考译文 什么是电子商务.....	212
附录 参考答案	214

Text A

Management and Its Functions

Management is the process of working with and through people and other organizational resources to accomplish organizational goals. Good managers do those things both effectively and efficiently. To be efficient is to achieve goals with minimum waste of resources, that is, to make the best possible use of money, time, materials, and people. Some managers fail on both criteria, or focus on one at the expense of another. The best managers maintain a clear focus on both effectiveness and efficiency.

The Functions of Management

The managerial process consists of four basic functions: planning, organizing, leading, and controlling. These functions are the manager's tools to achieve the organization's stated objectives. Henry Fayol, the distinguished French management theorist and practitioner, is credited with identifying these four basic functions of the managerial process.

Planning

Planning is the conscious, systematic process of making decisions about goals activities that an individual, group, work unit or organization will pursue in the future. Planning is not an informal or haphazard response to a crises; it is a purposeful effort, directed and controlled by managers, often drawing on the knowledge and experience of employees throughout the organization. Planning provides individuals and work units with a clear map to follow in their future activities; at the same time this map may allow for individual circumstances and changing conditions.

Procter & Gamble, IBM, McDonald's, Boeing, Coca-Cola, and Burger King, among

others, use plans for three reasons:

- Plans enable managers to identify and commit the firm's resources to achievement of particular objectives, such as profits, market share, and social responsibility;
- Plans enable managers to decide which activities are consistent with stated objectives;
- Plans enable managers to measure progress toward the objectives, so that corrective action can be taken if progress is unsatisfactory.

However, the fundamental purpose of planning is to help the organization reach its objectives. As Koontz and O'Donnell put it, the primary purpose of planning is "to facilitate the accomplishment of enterprise and objectives". All other purposes of planning are spin-offs of this fundamental purpose.

Organizing

Once managers have prepared plans and established objectives, they must design and develop a structure that will allow them to carry out their plans and meet their objectives successfully. Organizing is the process of creating such a structure. It involves setting up appropriate departments, job descriptions, rules and regulations, and procedures. Organizing is also a way for managers to coordinate human and material resources effectively. Much of an organization's success depends on managers' ability to get resources and utilize them efficiently.

The National Aeronautics and Space Administration (NASA) must use a different kind of organizational structure than the one designed by managers at Levi Strauss & Company. NASA brings together scientists, engineers, propulsion experts, computer programmers, guidance specialists and other professionals to design and conduct the space program. At Levi Strauss, producing blue jeans requires an efficient assembly line and workers who do repetitive tasks. The professionals at NASA are organized to achieve the goals of the program, which does not require them to work on assembly lines; likewise, the goals of Levi Strauss do not require an assembly-line worker to write a computer program. Thus staffing of an organization proceeds directly from objectives, plans, organizational structure, and the types of skills needed.

Leading

After plans have been made, a structure created, and appropriate personnel hired, someone must lead the organization. Some managers call this process directing or influencing. Whatever the name, leading refers to getting others to perform tasks that will help the organization achieve its objectives.

Leading means creating a shared culture and values, communicating goals to employees

throughout the organization and infusing employees with the desire to perform at a high level. Leading involves close day-to-day contact with people, helping to guide and inspire them toward achieving team and organizational goals. Leading takes place in teams, departments and divisions and at the top of entire organizations. In an era of uncertainty, downsizing, international competition, and a growing diversity of the workforce, the ability to shape culture, communicate goals, and motivate employees is critical to business success.

Controlling

Comprehensive plans, solid organizations, and outstanding leaders do not guarantee success. The fourth function, controlling, monitor employees' activities, determining whether the organization is on target toward its goals, and making corrections as necessary. Through the control function, managers can

- Establish standards of performance;
- Measure current performance against these standards;
- Take action to correct any deviations.

Just as the thermostat on a home sensor sends signals to the cooling or heating system that the temperature is either too hot or too cold, so do control systems signal managers that action needs to be taken. Leading involves motivating others, whereas controlling involves directing their behaviors.

Performing all Four Management Functions

As a manager, your typical day will not be just divided into the four functions. You will engage in all of these activities, but usually not independently or sequentially. You will be doing many things more or less simultaneously. You will spend over 60 percent of your time meeting with many different people, and spend perhaps one and a half days per week on the telephone, discussing and deciding a vast variety of issues. These activities will involve all four management functions.

Some managers are particularly interested in, devoted to, or skilled in a couple of the four functions but not in the others. The manager who does not devote adequate attention and resources to all four functions will fail. You can be a skilled planner and controller, but if you organize you people improperly or fail to inspire them to perform at high level, you will not be an effective manager. Likewise, it does no good to be the kind of manger who loves to organize and lead. The four functions do good to the managers who don't really understand where to go or how to determine whether you are on the right track.

Good managers don't neglect any of the four management functions. Knowing what they are, you can periodically ask yourself if you are devoting adequate attention to all of them.

New Words

management	['mænidʒmənt]	<i>n.</i> 经营, 管理
function	['fʌŋkʃən]	<i>n.</i> 功能, 作用
process	[prə'ses]	<i>n.</i> 过程, 作用, 方法
organizational	[ɔ:gənaɪ'zeɪʃənəl]	<i>adj.</i> 组织的
resource	[ri'sɔ:s]	<i>n.</i> 资源, 财力
accomplish	[ə'kɒmplɪʃ]	<i>vt.</i> 完成, 达到, 实现
goal	[gəʊl]	<i>n.</i> 目的, 目标
manager	['mænidʒə]	<i>n.</i> 管理人员, 经理
effectively	[i'fektɪvli]	<i>adv.</i> 有效地, 有力地
efficiently	[i'fɪʃəntli]	<i>adv.</i> 有效率地, 有效地
efficient	[i'fɪʃənt]	<i>adj.</i> 生效的, 有效率的
achieve	[ə'tʃi:v]	<i>vt.</i> 完成, 实现, 达到
minimum	['mɪnɪmə]	<i>adj.</i> 最小的, 最低的
waste	[weɪst]	<i>n.</i> 浪费, 损耗, 消耗
criteria	[kraɪ'tɪəriə]	<i>n.</i> 标准
effectiveness	[i'fektɪvnɪs]	<i>n.</i> 效果, 效力
efficiency	[i'fɪʃənsi]	<i>n.</i> 效率, 功效
managerial	[ˌmæneɪ'dʒɪəriəl]	<i>adj.</i> 管理的
identify	[aɪ'dentɪfaɪ]	<i>vt.</i> 识别, 鉴别, 把……和……看成一样
individual	[ˌɪndɪ'vɪdʒuəl]	<i>n.</i> 个人, 个体 <i>adj.</i> 个别的, 单独的, 个人的
pursue	[pə'sju:]	<i>vt.</i> 追求; 寻求; 不断努力以取得
theorist	['θiərɪst]	<i>n.</i> 理论家, 空谈家
practitioner	[præktɪ'ʃənə]	<i>n.</i> 实践者, 从事者
conscious	['kɒŋʃəs]	<i>adj.</i> 有意识的, 有知觉的
systematic	[sɪstɪ'mætɪk]	<i>adj.</i> 系统的, 有计划的
informal	[ɪn'fɔ:məl]	<i>adj.</i> 不正式的, 不拘礼节的
haphazard	['hæp'hæzəd]	<i>adj.</i> 无计划的, 随意的, 任意的
purposeful	['pə:pəsful]	<i>adj.</i> 有目的的, 有意义的
knowledge	['nɒlɪdʒ]	<i>n.</i> 知识, 学问, 认识

experience	[iks'piəriəns]	<i>n.</i> 经验, 体验 <i>vt.</i> 体验, 经历
employee	[em'plɔɪ'i:]	<i>n.</i> 雇员, 雇工
organization	[ɔ:gənaɪ'zeɪʃən]	<i>n.</i> 组织, 机构, 团体
circumstance	['sə:kəmstəns]	<i>n.</i> 环境, 详情, 境况
commit	[kə'mit]	<i>vt.</i> 提交, 调拨, 答应负责
achievement	[ə'tʃi:vmənt]	<i>n.</i> 成就, 功绩; 完成; 达成
particular	[pə'tɪkjʊlə]	<i>adj.</i> 特殊的, 特别的, 独特的
objective	[əb'dʒektiv]	<i>n.</i> 目标, 目的
profit	['prɒfɪt]	<i>n.</i> 利润, 益处, 得益
measure	['meʒə]	<i>n.</i> 尺寸; 测量, 措施 <i>vt.</i> 测量, 测度, 估量
progress	['prəʊgres]	<i>n.</i> 前进, 进步, 发展 <i>vi.</i> 前进, 进步, 进行
corrective	[kə'rektiv]	<i>adj.</i> 纠正的, 矫正的
action	[ækʃən]	<i>n.</i> 行动; 动作
unsatisfactory	[ʌnsætɪs'fæktəri]	<i>adj.</i> 令人不满意的
fundamental	[fʌndə'menti]	<i>adj.</i> 基础的, 基本的
purpose	['pə:pəs]	<i>n.</i> 目的, 意图
facilitate	[fə'sɪlɪteɪt]	<i>vt.</i> 使容易, 使便利
accomplishment	[ə'kɒmplɪʃmənt]	<i>n.</i> 成就, 完成
enterprise	['entəpraɪz]	<i>n.</i> 企业; 事业
establish	[ɪs'tæblɪʃ]	<i>vt.</i> 建立, 设立
structure	['strʌktʃə]	<i>n.</i> 结构; 构造; 组织
involve	[ɪn'vɒlv]	<i>vt.</i> 包括, 涉及
appropriate	[ə'prəʊpriɪt]	<i>adj.</i> 适当的; 适合的
department	[dɪ'pɑ:tmənt]	<i>n.</i> 部, 局, 处, 科, 部门
procedure	[prə'si:dʒə]	<i>n.</i> 程序, 手续
coordinate	[kəu'ɔ:dɪneɪt]	<i>vt.</i> 协调, 调整
material	[mə'tɪəriəl]	<i>n.</i> 材料, 原料 <i>adj.</i> 物质的
utilize	[ju:'tɪlaɪz]	<i>vt.</i> 利用
engineer	[endʒɪ'niə]	<i>n.</i> 工程师, 技师