

<<商务基础>>

图书基本信息

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内容概要

本系列丛书被设计成开放式结构：编者将根据读者的反馈逐渐地出版更多的切合中国读者需求的好作品。

丛书知识性和趣味性并重，英文通俗易懂，适合大学本科低年级学生、高职高专学生阅读。

这本《商务基础--概念篇(注释版)》(作者马克·弗农)是该系列中的一册。

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The Master of Business Administration degree, often seen as the definitive qualification for aspiring managers. MBAs have developed out of the demand from usually experienced business practitioners for a postgraduate academic course that teaches the assorted disciplines which together make the science of management. Courses typically take between one and two years, depending on whether they are full or part-time. Entry qualification in the US, at least, is based upon GMAT (Graduate Management Admission Test), a written test in English of over three hours that assesses comprehension, arithmetic and analytical skills. Hindle reports that the growth of MBAs stems from a change in the belief that managers are born to the conviction that they can be made. The number of MBA courses grew fast: in the UK there are over 100 to date. And the number of MBAs, as graduates of the courses are called, has exploded: in the US tens of thousands are produced every year. However, the status of the MBA is changing. It is no longer seen as a guaranteed ticket to a highly paid job as it was in the 1980s. Research shows that businesses are increasingly looking not for learnt skills sets in their managers, but for an ability to learn how to cope with rapidly changing, globally competitive markets. MBA courses are changing as a result. Even in their boom years, MBAs did not have a monopoly in business education. In Japan there is no such thing as an MBA and neither do they carry the kudos that a graduate from the UK or America would hope. In many parts of Europe, business studies can be taken at many levels too, though academic MBA equivalents are rare. Here, industry-based education is preferred.

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