

<<商务人力资源管理>>

图书基本信息

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内容概要

《商务人力资源管理（英文版）》的编写借鉴英国国家职业资格证书（NVQs）教育科学的教学指导思想、先进实用的育人理念、以学生为中心的教学方法、模块化的教学方式、重在过程的多元化教学评估、强调核心技能的素质教育实践，从选材、体例到评估都体现了国际上先进的职业教育理念。

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版权页：插图：4.4.2 Ratio Analysis Ratio analysis is a forecasting technique for determining future staff needs by using ratios between sales volume and number of employees needed. Ratio analysis means making forecasts based on the ratio between (1) some causal factor (like sales volume) and (2) number of employees required (for instance, number of salespeople) . For example, suppose you find that a salesperson traditionally generates \$500, 000 in sales. Then, if the sales revenue-salespeople ratio remains the same, you would require six new salespeople next year (each of whom produces an extra \$500, 000 in sales) to produce the hoped-for extra \$3 million in sales. Like trend analysis, ratio analysis assumes that productivity remains about the same——for instance, that each sales person can't be motivated to produce much more than \$500, 000 in sales each. If sales productivity were to increase or decrease, then the ratio of sales to salespeople would change. A forecast based on historical ratios would then no longer be as accurate.

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