

<<英语教程第五册>>

图书基本信息

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内容概要

《英语教程（5）（第5册）：提高阶段》教材建设工作是整个高职高专教育教学工作中的重要组成部分。

改革开放以来，在各级教育行政部门、学校和有关出版社的共同努力下，各地已出版了一批高职高专教育教材。

但从整体上看，具有高职高专教育特色的教材极其匮乏，不少院校尚在借用本科或中专教材，教材建设仍落后于高职高专教育的发展需要。

为此，1999年教育部组织制定了《高职高专教育基础课程教学基本要求》（以下简称《基本要求》）和《高职高专教育专业人才培养目标及规格》（以下简称《培养规格》）。

通过推荐、招标及遴选，组织了一批学术水平高、教学经验丰富、实践能力强的教师，成立了“教育部高职高专规划教材”编写队伍，并在有关出版社的积极配合下，推出一批“教育部高职高专规划教材”。

书籍目录

The Background to Business (1) The Background to Business (2) Management Mutual
Funds Marketing International Trade Business Accounts Everyday Etiquette for Office Life The Right Person for a
Job Business in a Changing World (1) Business in a Changing World (2)

章节摘录

Six-year-old Robert has a dollar in his hand. He received the dollar for doing small chores around the house. He can spend it as he chooses. Robert decides he might like to buy a new toy. On the other hand, he would love to spend the whole dollar on candy. But having money in his pocket also makes him feel good. So part of him wants to tuck the dollar away and save it. He is torn about what to do. This young child faces the basic economic problem. It is the same economic problem that you deal with every day, whether you know it or not. This problem is faced by governments, businesses — in fact, by every organization and living person. It is the problem of scarcity: When you only have so much of something, how do you best use it?

Young Robert has many possible uses for his dollar. He could use the dollar to take care of his hunger. Or he could take care of his desire to play, or his desire to feel "rich". He has to make a choice. Even if he had millions of dollars, he would still have to make choices. There would still be limits to how much he could spend. In this world, no one will ever have the luxury of not having to choose. Economic decisions are a fact of life. Economics is the study of how people, businesses, and nations make choices. It is the study of how we deal with scarcity, or how we use our limited resources. Resources are those things that can be used to produce goods and services.

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编辑推荐

《英语教程》是教育部第一套五年制高等职业教育英语教材，填补了该项目的空白。教材根据《五年制高等职业教育实用英语课程基本要求》和《普通高等专科学校英语课程基本要求》，在总结了多年的教改和教学经验的基础上编写而成。教材根据五年一贯制的特点和学生年龄小、可塑性强的优势，合理设计、统筹安排，体现了五年制高职教材的特色。教材不同于传统英语课程的教学方式，基本思路立足于提高学生的英语交际能力，采用听读领先的教学模式。教材突出“立足实用，打好基础，强化能力”的高职英语教学原则。教材强调以话题为中心，以培养英语交际能力为重点。教材注重科学性、趣味性、前瞻性，强调实用性。

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