

Specialized English
For
Management
students

DR. G. Enayati

شناسگر رکورد	۱۱۷۵۲۹۲ :
وضعیت فهرست نویسی	فیبا :
رده بندی کنگره	۹۱۳۸۶ ع ۴/م ۱۱۲۷ PE :
شماره کتابخانه ملی	۱۱۷۵۲۹۲ :
سرشناسنامه	عنايتي، رضا ، ۱۳۴۳ :
عنوان و نام پدیدآور	Specialized English for management students/G. Enayati :
مشخصات نشر	مشهد: بانگ الست، ۱۳۸۶، = ۲۰۰۸ ص :
مشخصات ظاهري	۲۳۲ :
شابک	۹۷۸-۹۶۴-۲۶۷۴-۲۹-۹ :
یادداشت کلی	ص.ع.به فارسي: زبان براي دانشجويان دانشگاه
آوانویسی عنوان	اسپشالایزد انگلیش فور منجمنت
موضوع	زبان انگلیسی- کتابهای قرائت- مدیریت (دانشگاه)
موضوع	زبان انگلیسی- راهنمای آموزشی
رده بندی دیویی	۴۳۸/۶۰۲۴۶۵۸ :



مؤسسه انتشارات بانگ الست

انتشارات بانگ الست

نام کتاب : زبان تخصصی برای دانشجویان مدیریت

مؤلف: غلامرضا عنایتی

نوبت و سال چاپ : اول- زمستان ۱۳۸۶

شمارگان : یک هزار جلد

چاپ: زبان

بهاء : ۲۵۰۰

شابک : ۹۷۸-۹۶۴-۲۶۷۴-۲۹-۹

Contents

Preface:	VI
UNIT 1: Who Are Managers?	9
UNIT 2: The Functions of management	15
UNIT 3: Organizing	21
UNIT 4: The Definition of Planning	27
UNIT 5: Nature of Organizational Culture	33
UNIT 6: Why Control Needed in Organizations?	39
UNIT 7: Leading and Managing	45
UNIT 8: Career Stages	51
UNIT 9: What Is Culture?	57
UNIT 10: The Role of Power in Enterprise	63
UNIT 11: Are Leaders Born or Made?	69
UNIT 12: Potential Obstacles to Planning	75
SELF-ASSESSMENT ONE:	81

UNIT 13:		
	The Nature of Motivation	85
UNIT 14:		
	Managing Change	91
UNIT 15:		
	Decision Making in a Crisis	97
UNIT 16:		
	Sources of Power	103
UNIT 17:		
	The Importance of Control	109
UNIT 18:		
	Women as Managerial Leaders	115
UNIT 19:		
	Managers Versus Entrepreneurs	121
UNIT 20:		
	Managers and Human Resources Departments	127
UNIT 21:		
	Life-Cycle Analysis	133
UNIT 22:		
	Selecting and Developing Leaders	141
UNIT 23:		
	Preparing Organizational Leaders	147
UNIT 24:		
	Conflict between Organizations	153
SELF-ASSESSMENT TWO:		158
APPENDIX 1:		
	Answer key	162
APPENDIX 2:		
	Word List	178

In The Name of God

Preface

The purpose for writing this book is to help university students, Specifically those studying management discipline, acquire reading and comprehension abilities of management texts, and expand their vocabulary as a necessary tool to facilitate the learning process.

As specified at the end of each reading passage, various, recently published management books from a number of well-known authors have been used to introduce interesting and fresh topics as reading passages throughout the book.

To be effective the book has been divided into twenty four units each of which includes three distinctive parts.

Part I: vocabulary. This part has been designed to introduce rather new and difficult words from related reading passages. Users are highly recommended to learn the words and their related meanings before proceeding to the next part.

Part II: Reading & Translation. This part has been designed to improve users' ability to read and translate English texts, acquaint them with management and organization subject matters in English, and motivate them to continue and extend their reading endeavors.

Part III: Exercises. This part has been designed to reinforce the learning materials presented in part I and part II, and assist users in reviewing their overall management knowledge.

Quite obviously, the book would not be free of errors and mistakes, thus the author would greatly appreciate any suggestions from colleagues and those involved in teaching English. The suggested ideas will certainly improve the quality of future works of this type.

G. Enayati
January 2008