

In the Name of Allah

The Compassionate, the Merciful

A New Approach to Specialized English for Management

By:

Maryam Tashian

University of Science and Technology of Mazandaran

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A New Approach to Specialized English for Management

Introduction

This textbook is intended to be used as an English course book for the undergraduate students of management. The book is composed of 14 units; each is to be instructed within one university session. Attractive and totally new topics in the field of management have been chosen for the units. Mostly, the units include a descriptive article beginning with an introductory part and then continue to provide some technical knowledge in the field, including types, strategies, pitfalls, etc.

The attempt is to provide the up-to-the-minute materials to grasp English in the field of management. The design of the book is in such a way that facilitates learning the new vocabularies and some grammatical points in each lesson. All the effort is done to make the book more user-friendly.

At the end of each unit, some exercise questions are designed for the purpose of both enhancing learning and evaluating learners' progress. The questions start with comprehension questions and develop into production. The readers look at some models which are written in each example to learn some points, then some exercises are offered to encourage the readers to use the language. The types of exercises are guided to free. Students can find the answers for most of the questions within the text and sometimes learners are involved in practices and actions in real situations (e.g. doing the task and bringing a report to the class either written or oral). Moreover, the glossary appears after the exercise questions to provide a list of entries included in the related units. The glossary which is alphabetically ordered includes both academic and general vocabularies with pronunciation, parts of speech, definition and one or more examples. So, the learners are supposed to

learn the vocabularies prior to reading the related units. In doing so, they will comprehend the lessons and add to the range of their technical and non-technical vocabulary knowledge. At the end of the book, the teachers and the learners have access to the list of the references and the further reading sections.

At the end of the course, we aim learners will be able to master the grammar and the content of the book and be successful practitioners in the field of management.

Finally, it should be mentioned that there is no book claiming to be perfect. Therefore, the dear colleagues', teachers' and students' comments are warmly welcome and can be sent to the email address mentioned as follows:

Maryam Zakian

m.zakian@mazust.ac.ir