General English for Students of Management, Accounting and Economics

A Book for Two Purposes

S.Khatamianfar

First Published: 2014 I.S.B.N: 978-800-5452-78-5 All rights reserved. Printed in Iran.

Publisher: Ahang-e-Ghalam

Tel: +989154291906 Fax:+985137647309

P.O.Box: Iran.Mashhad. 9135963719 Email: info@ahangeghalam.ir Website: www.ahangeghalam.ir

Khatamianfar, Simin. General English For Students Of Mnagement, Accounting and Economics نام پدیدآور Simin Khatamianfar مشخصات نشر مشهد: آهنگ قلم، ١٣٩٣-م٢٠١۴

944-20-0404-44-0

جنرال انگلیش فور استیودنس آو منیجمنت، اکانتینگ اند اکانا،

موضوع زبان انگلیسی – پایه

ردهبندی کنگره | ۱۳۹۳۷ن۱۸۵الف/PE۵۸

101/194

ITAFAS.

عنوان

مشخصات ظاهرى

شابک

وضعيت فهرست نويسي

یادداشت انگلیسی

آوانويسي عنوان

ردەبندى ديويى

شماره کتابشناسی ملی

نوبت چاپ

شمارگان

شابک ۵-۷۸-۲۵۲-۰۰۹

قيمت ا ١٠٠٠٠ تومان



ناشر

نشانى ناشىر

تلفن

يست الكترونيكى info@ahangeghalam.ir

www.ahangeghalam.ir سايت کتابکده نارنگی يخش

.910 . 44 . 44

آهنگ قلم مشهد/ کدیستی ۹۱۳۵۹۶۳۷۱۹ ۹۱۵۴۲۹۱۹۰۶ فکس: ۷۶۴۷۳۰۹ -۵۱۳

Preface

The present book "English for Students of Management, Accounting & Economics" is intended to be utilized for university students who need to be familiar with English texts connected to their majors in general as well as in specific sense. Like many ESP course books, this book provides a wide variety of terminologies and vocabulary related to these fields of study in interesting, comprehensible, and easy-to-follow contexts.

The texts are selected from different sources via Internet. The compiler tried to do her best to design the book in a way to develop and stimulate motivation on the part of the students towards English Language.

The passages are authentic from various and interesting topics. Exercises are designed to provide the opportunity for students to challenge their knowledge of English and to obtain the best result of their challenge.

Students are provided with variety of exercises including True/False. Sentence Completion, Parts of Speech, Cloze test, and Translation. This way they get familiar with the function and meaning of different words as well as various suffixes and prefixes. Moreover, they can figure out the place of the different parts of speech in English sentences using the clues in the statements. Each unit contains "Glossary" in which some important and new words from the text are selected and along with their English definitions and synonyms are written. This part provides the opportunity for the student to expand their English word domain. Some Grammatical Points are provided for each unit which correspond to the basic grammatical structure in the reading passage. "Have Fun" sections contain some short, strange and funny stories. Reading these parts, students have the opportunity to enjoy and learn more new words and recycle the previous ones.

The book contains eighteen units which are arranged according to their difficulty levels. So the first nine units can be covered for General English courses and the rest will suffice to be covered for Specialized English courses. Moreover, in Appendices section some more specialized texts are provided to be used as hints for the students to do research and find more information about them and present their finding to their classmates. That's why I call it "A Book for Two Purposes".

No work is perfect and the author welcomes any comments and suggestions to improve the work. So, please inform the author and compiler of the book of your invaluable comments.

Simin Khatamianfar

e-mail: khatamianfar@gmail.com

Table of Contents:

| Unit | Topic | Page |
|------|--|------|
| 1 | The First Lesson for a Manager | 1 |
| 2 | A CEO's Wise Strategy | 8 |
| 3 | Boxing Day | 15 |
| 4 | Gates: A Successful Entrepreneur | 23 |
| 5 | Doing Everything Yourself or Delegating | 31 |
| 6 | A Famous Experiment | 39 |
| 7 | Enron: Success or Fraud | 46 |
| 8 | Challenges: Good or Bad | 53 |
| 9 | Management Anecdote: "Paying for What You Want" Intrinsic vs. Extrinsic Motivation | 62 |
| 10 | Definition of Management & accounting | 71 |
| 11 | Economics | 78 |
| 12 | Antivirus Literacy is Necessary for Accountants | 85 |
| 13 | Thomas Watson: The Magic of Story-Telling The Cost of Education | 93 |
| 14 | Understanding Accounting and Black Friday | 102 |
| 15 | What do Economists Do? | 111 |
| 16 | Theory Z of Management | 118 |
| 17 | Successful Marketing in China | 126 |
| 18 | Public and Private Sectors | 134 |
| * | Appendices | 141 |
| • | Additional Texts About: administration; Accounting; Economics; Marketing | 142 |
| * | List of English Verb Tenses | 151 |
| * | List of Irregular English Verbs | 154 |