

《职业英语》

图书基本信息

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内容概要

《职业英语:工商管理类》专门针对工商管理类专业的学生编写。全书共10个单元,每个单元又分为开篇重点内容提示、导入问题、课文与综合练习、阅读理解、写作、语法、轻松阅读等模块,在传授专业英语知识的同时注重开发和培养学生的英语应用能力,突出“实用为主,够用为度”的原则。

《职业英语:工商管理类》内容选材新颖,题材广泛,无论是课文还是练习,都注重选择最新的英语材料。课文篇幅短小、实用,生动活泼,努力使英语学习寓于趣味性、娱乐性之中,使得学生在课堂学习和课后自学都不会觉得枯燥乏味。

《职业英语:工商管理类》可作为高职高专院校工商管理类专业的专业英语课程教材,也可供从事管理等相关工作的从业人员参考使用。

章节摘录

版权页：插图： Vocational education will also provide more education opportunities for young people in China. Due to limited educational resources, each year more than 10 million junior middle school graduates cannot enter senior high schools, several million high school graduates cannot enter colleges, and about one million college graduates cannot find jobs. To better meet the need of economic development, China has been actively engaged in the international cooperation and exchanges in the field of vocational education. During the past 20 years, the government has sent many delegations to over 20 countries and districts where vocational education is well-developed to learn successful foreign experience. At the same time, China has received many foreign vocational education delegations, invited foreign experts to give lectures in China, and jointly provided education with foreign vocational education institutions to promote the development of Chinese vocational education.

编辑推荐

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