

<<商务人力资源管理>>

图书基本信息

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## <<商务人力资源管理>>

### 内容概要

《商务人力资源管理（英文版）》的编写借鉴英国国家职业资格证书（NVQs）教育科学的教学指导思想、先进实用的育人理念、以学生为中心的教学方法、模块化的教学方式、重在过程的多元化教学评估、强调核心技能的素质教育实践，从选材、体例到评估都体现了国际上先进的职业教育理念。

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版权页：插图：4.4.2 Ratio Analysis Ratio analysis is a forecasting technique for determining future staff needs by using ratios between sales volume and number of employees needed. Ratio analysis means making forecasts based on the ratio between ( 1 ) some causal factor ( like sales volume ) and ( 2 ) number of employees required ( for instance, number of salespeople ) . For example, suppose you find that a salesperson traditionally generates \$500, 000 in sales. Then, if the sales revenue-salespeople ratio remains the same, you would require six new salespeople next year ( each of whom produces and extra \$500, 000 in sales ) to produce the hoped-for extra \$3 million in sales. Like trend analysis, ratio analysis assumes that productivity remains about the same——for instance, that each sales person can't be motivated to produce much more than \$500, 000 in sales each. If sales productivity were to increase or decrease, then the ratio of sales to salespeople would change. A forecast based on historical ratios would then no longer be as accurate.

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### 编辑推荐

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