

<<国际商务研究性教学设计>>

图书基本信息

书名：<<国际商务研究性教学设计>>

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内容概要

《国际商务研究性教学设计》用英语编写，共三篇十二章。

第一篇培养研究素质第一章塑造个人商务素质；第二章解决问题的方法；第三章有效的学习方法。

第二篇研究技能训练：第四章商务图表分析；第五章网络资源搜索；第六章学术研究与写作；第七章演讲技能与方法。

第三篇商务研究实践：第八章出口营销计划；第九章跨国公司分析；第十章进出口交易；第十一章企业财务分析；第十二章外汇交易。

《国际商务研究性教学设计》可作为教师讲授国际商务（双语）课程的参考书和实践教学的指导书、学生参加研究性学习和用英语学习国际商务知识的参考书，同时也可作为对国际商务和英语感兴趣人士的阅读书籍。

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章节摘录

In Jamaica , a request is most often answered with the statement , "no problem".Further inquiry brings the response that Jamaicans don't have problems , just challenges. The inability to overcome challenges or finding alternative solutions in various situations can stifle company or personal development. This chapter looks at various problem-solving methodologies and is meant to assist the reader with a range of activities , enhance problem solving skills and hence find better solutions. Unfortunately , many educational systems around the world promote the memorization of facts and data instead of the ability to solve problems in a creative manner. Creative problem solving is the basis for all the innovation that has occurred over the centuries. For example , the development of the printing press solved the problem of getting information reproduced more efficiently. This assisted in solving the challenge of communicating with many people over a vast region , the development of uniform educational materials , and the quick sharing of news. The parable of the orange is a great example of creative problem solving. There were two friends that wanted an orange to prepare something. However , there was only one orange available for their use. So the two friends started to discuss who should have the orange. Both insisted they needed a whole orange , and cutting it in half would not do. After a while a third person came by and sought to help the friends resolve the problem. He asked how each of the friends would use the orange. The first one said he needed the entire rind of the orange for making a cake. The other one indicated he needed all the juice for making a beverage. It was determined that the entire orange could be shared by peeling it. One person would have all the rind he needs , the other would have enough juice for his project. By looking further into the situation , a solution that was satisfactory to BOTH parties was found. There is a range of problem-solving techniques that can be utilized to determine a solution. Each individual can insert their own personal style or preferences to the techniques.

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