

Table of Contents

Unit	Title	Page
	Schematic Chart	VI
	Introduction	VII
Unit 1:	Fundamentals of Organization and Management	1
Unit 2:	The Growth of E-Business	19
Unit 3:	Human Resource Management (HRM)	38
Unit 4:	Organizational Behavior (OB)	57
Unit 5:	Strategic Management	78
Unit 6:	Total Quality Management	98
Unit 7:	Creative Marketing	116
Unit 8:	Economic Development	137
Unit 9:	Business Process Management	156
Unit 10:	Supply Chain Management	172
	Word List	196
	References	199

Schematic Chart

Units	Theme	Reading Strategy	Vocabulary Asset	Grammatical Stock
1	Fundamentals of Organization and Management Reading 1: Management and Managers Reading 2: Making Effective Business Decisions	Previewing	Word Family	Simple Present Tense; Adverbs of Frequency
2	The Growth of E-Business Reading 1: E-Business Reading 2: E-Business Models	Skimming	Abbreviations; Word Family	Passive Voice
3	Human Resource Management (HRM) Reading 1: The Practice of Human Resource Management Reading 2: Personnel Planning and Recruiting	Scanning	Synonyms and Antonyms	Subordinate and Coordinate Conjunctions
4	Organizational Behavior (OB) Reading 1: Organizational Behavior (OB) Reading 2: Conflict in Organizations	Main Ideas and Supporting Details	Compounding	Statements with Real Conditions
5	Strategic Management Reading 1: The Strategy-Making Process Reading 2: Mission and Vision Statements	Questioning	Collocation	Modal Verbs (Should and Must)
6	Total Quality Management Reading 1: Understanding Quality Reading 2: Benchmarking	Predicting	Suffixes	Present Perfect Tense
7	Creative Marketing Reading 1: Marketing and Customers Reading 2: Global Marketing	Dealing with Unfamiliar Words (I)	Prefixes; Word Family	Gerunds and Infinitives
8	Economic Development Reading 1: Planning for Economic Development Reading 2: Entrepreneurship and Economic Growth	Dealing with Unfamiliar Words (II)	Words with Multiple Meanings	Correlative Conjunctions
9	Business Process Management Reading 1: Business Process Lifecycle Reading 2: Barriers to Business Process Management Success	Text Mapping	Verb-preposition Collocation	Use of Passive Voice with Modals
10	Supply Chain Management Reading 1: Supply Chain Management Reading 2: Key Issues and Challenges for Logistics	K-W-L Process	Grouping Words	Relative Clauses

Introduction

English for the Students of Business Administration is designed as an English for Academic Purposes (EAP) textbook for undergraduate university students of business administration, ranging from pre-intermediate to upper-intermediate levels of English proficiency. The book aims to help students consolidate general reading skills and strategies they have already acquired through general English courses and transfer these skills and strategies to their target academic tasks. Hence, a wide range of business text types/genres have been included in the book to provide students with ample opportunities to learn and practice discipline-based reading skills. With the main focus on reading, the other language skills and components (i.e., vocabulary, grammar, discourse, and genre) are used as a springboard for fostering reading skills and strategies.

The book consists of 10 units based on business management themes and topics of maximum authenticity and relevance to the students of business administration. The centerpiece of each unit is two reading passages developing the same theme, with all activities of each unit geared towards this theme. After every five units, a Progress Check is designed to help the students monitor their progression. To this end, there is an efficient integration of relevant content and language with a good distribution of common genres in the field of business administration.

The units are divided into various sections as introduced below:

Title Page: It is designed to give readers a general overview of the theme and content of the unit.

Before You Read: It aims to engage students mentally to think about the topic of the reading and relate it to their lives. A preliminary focus on important vocabulary items is also intended.

Reading Passages: Texts from a variety of authentic and credible sources are accompanied by glosses and technical notes.

Assess Your Reading Skill: These parts assess the readers' comprehension of the texts through a broad range of comprehension questions and tasks.

Reading Strategy: A reading strategy that is helpful in academic contexts is introduced in each unit. It matches with the nature of the relevant reading passage.

Vocabulary Asset: Different aspects of word knowledge are taken into account through both explicit instruction and task-based activities.

Grammatical Stock: Grammar is mostly treated through a discovery approach. The grammar point in each unit is taken from the related reading passage.

Translation: This section is designed as a reading practice as well as a translation activity. It also offers focused activity on vocabulary, grammar, and some features of genres presented in the unit.

Turnover: To give the learners a sense of achievement, each unit ends up with a self-assessment part in which the main objectives of the unit are worded explicitly using performative verbs.