



PNU University

English in Public Administration for MA Students

Shahrbanoo Samarbakhsh Tehrani (Ph.D)

Tahereh Feizi (Ph.D)

«امروزه کتاب‌خوانی و علم‌آموزی، نه تنها یک وظیفه‌ی ملی، که یک واجب دینی است.»^۱

در عصر حاضر یکی از شاخصه‌های ارزیابی رشد، توسعه و پیشرفت فرهنگی هر کشوری میزان تولید کتاب، مطالعه و کتاب‌خوانی مردم آن مرز و بوم است. ایران اسلامی نیز از دیرباز تاکنون با داشتن تمدنی چند هزارساله و مراکز متعدد علمی، فرهنگی، کتابخانه‌های معتبر، علما و دانشمندان بزرگ با آثار ارزشمند تاریخی، سرآمد دولت‌ها و ملت‌های دیگر بوده و در عرصه‌ی فرهنگ و تمدن جهانی به‌سان خورشیدی تابناک همچنان می‌درخشد و با فرزندان نیک‌نهاد خویش هنرنمایی می‌کند. چه کسی است که در دنیا با دانشمندان فرزانه و نام‌آور ایرانی همچون ابوعلی سینا، ابوریحان بیرونی، فارابی، خوارزمی و ... همچنین شاعران برجسته‌ای نظیر فردوسی، سعدی، مولوی، حافظ و ... آشنا نباشد و در مقابل عظمت آنها سر تعظیم فرود نیاورد. تمامی این افتخارات ارزشمند، برگرفته از میزان عشق و علاقه فراوان ملت ما به فراگیری علم و دانش از طریق خواندن و مطالعه منابع و کتاب‌های گوناگون است. به شکرانه‌ی الهی، تاریخ و گذشته ما، همیشه درخشان و پربار است. ولی اکنون در این زمینه در چه جایگاهی قرار داریم؟ آمار و ارقام ارائه‌شده از سوی مجامع و سازمان‌های فرهنگی در مورد سرانه‌ی مطالعه‌ی هر ایرانی، برایمان چندان امیدوارکننده نمی‌باشد.

کتاب، دروازه‌ای به سوی گستره‌ی دانش و معرفت است و کتاب خوب، یکی از بهترین ابزارهای کمال بشری است. همه‌ی دستاوردهای بشر در سراسر عمر جهان، تا آنجا که قابل کتابت بوده است، در میان دست‌نوشته‌هایی است که انسان‌ها پدید آورده و می‌آورند. در این مجموعه‌ی بی‌نظیر، تعالیم الهی، درس‌های پیامبران به بشر، و همچنین علوم مختلفی است که سعادت بشر بدون آگاهی از آنها امکان‌پذیر نیست. کسی که با دنیای زیبا و زندگی‌بخش کتاب ارتباط ندارد بی‌شک از مهم‌ترین دستاورد انسانی و نیز از بیشترین معارف الهی و بشری محروم است. با این دیدگاه، به‌روشنی می‌توان ارزش و مفهوم رمزی عمیق در این حقیقت تاریخی را دریافت که اولین خطاب خداوند متعال به پیامبر گرامی اسلام (ص) این است که «بخوان!» و در اولین

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سوره‌ای که بر آن فرستاده‌ی عظیم‌الشان خداوند، فرود آمده، نام «قلم» به تجلیل یاد شده‌است: «اقْرَأْ وَ رَبُّكَ الْأَكْرَمُ. الَّذِي عَلَّمَ بِالْقَلَمِ» در اهمیت عنصر کتاب برای تکامل جامعه‌ی انسانی، همین بس که تمامی ادیان آسمانی و رجال بزرگ تاریخ بشری، از طریق کتاب جاودانه مانده‌اند.

دانشگاه پیام‌نور با گستره‌ی جغرافیایی ایران‌شمول خود با هدف آموزش برای همه، همه‌جا و همه‌وقت، به‌عنوان دانشگاهی کتاب‌محور در نظام آموزش عالی کشورمان، افتخار دارد جایگاه اندیشه‌سازی و خردورزی بخش عظیمی از جوانان جویای علم این مرز و بوم باشد. تلاش فراوانی در ایام طولانی فعالیت این دانشگاه انجام پذیرفته تا با بهره‌گیری از تجربه‌های گرانقدر استادان و صاحب‌نظران برجسته کشورمان، کتاب‌ها و منابع آموزشی درسی شاخص و خودآموز تولید شود. در آینده هم، این مهم با هدف ارتقای سطح علمی، روزآمدی و توجه بیشتر به نیازهای مخاطبان دانشگاه پیام‌نور با جدیت ادامه خواهد داشت. به‌طور قطع استفاده از نظرات استادان، صاحب‌نظران و دانشجویان محترم، ما را در انجام این وظیفه‌ی مهم و خطیر یاری‌رسان خواهد بود. پیشاپیش از تمامی عزیزانی که با نقد، تصحیح و پیشنهادهای خود ما را در انجام این وظیفه‌ی خطیر یاری می‌رسانند، سپاسگزاری می‌نماییم. لازم است از تمامی اندیشمندانی که تاکنون دانشگاه پیام‌نور را منزلگاه اندیشه‌سازی خود دانسته و ما را در تولید کتاب و محتوای آموزشی درسی یاری نموده‌اند، صمیمانه قدردانی گردد. موفقیت و بهروزی تمامی دانشجویان و دانش‌پژوهان عزیز آرزوی همیشگی ما است.

دانشگاه پیام‌نور

Table of Contents

Preface..... V

Study GuideIX

Unit One: The Impact of Information Systems on Organizations 1

Unit Two: Emerging Ethical Issues in an Organization 21

Unit Three: Horizontal Organization Structures 45

Unit Four: Appraising Performance 65

Unit Five: Managing Total Quality 89

Unit Six: Managing Conflict 109

Unit Seven: Strategic Management Process 129

Unit Eight: Related and Emerging Approaches to Leadership 153

Appendix I..... 173

The Answer Keys 173

Appendix II 191

Glossary 191

References 201

Preface

This book has been designed to develop reading skills of public administration majors; to expand students' vocabularies as a step towards reading understanding and using similar English public administration self-study textbooks.

Authentic reading passages have been taken from recent English public administration books. Care has been taken to include various topics related to different branches of public administration in order to acquaint students with a variety of passages. Moreover, not only there are different vocabulary exercises for the benefit of the students, but also different kinds of reading comprehension exercises are intended to help them enhance their reading comprehension abilities. At the end of each unit, a short passage related to the same topic has been provided which should be translated into fluent Persian.

Since this book is designed for self-instruction study, Appendix I provides The Answers Keys to all questions and exercises. In addition, a Glossary (Appendix II) has been provided to assist students in their reading comprehension sections. The book also provides the References of different sources mentioned in each unit.

Authors

Study Guide

The purpose of this volume is to increase the reading skills of public administration and management majors, and to help them become autonomous readers in their field of study. This book consists of eight units, References, the Answer Keys, and a Glossary. Each unit consists of three parts: Vocabulary, a Reading Passage, and Translation Practice.

Part One: Vocabulary

This part includes the definitions and examples of some key and general words and phrases that are necessary to be reviewed and learned before reading the main passage of each unit. Since the students' reading comprehension depends on thorough understanding of the vocabularies in the texts, the most essential words regarding the main texts are used in the meaningful contexts. In addition, there are two kinds of vocabulary exercises (Matching and Fill in the Blank ones) for better understanding of the words. Students should read this part carefully and then do the vocabulary exercises of each unit.

Part Two: The Reading Passage

The reading passages have been selected from recent public

administration and management books. Effort has been made to include various topics related to different branches of public administration and management books in order to acquaint the students with different kinds of related texts.

Units are built from the relatively simple to more difficult texts. Therefore, students can develop their knowledge of vocabularies and concepts as they progress through the book.

There are three kinds of Reading Comprehension Exercises in each unit: True/False Exercises, Multiple-choice Items, and Open-ended Questions.

1. True-false Exercises

These questions direct students' attention to the main points in each passage and check their understanding of the contents.

2. Multiple-choice Items

These items check students' overall understanding of the stated and implied facts and points in the passages.

3. Open-ended Questions

These questions check students' understanding of the text. Some of the questions can be answered by direct reference to the individual sentences or paragraphs inside the passages, while others require a thorough comprehension of the passages.

Part Three: Translation Practice

Since there is an increasing demand for the students to become familiar with the translation skills, the final part of each unit is provided with a short passage to be translated into fluent Persian.

Since this book is designed for self-instructional study, students must do the exercises themselves. But they can check the answers to all the questions in Appendix I including the Answer Keys. Appendix II provides a Glossary at the end of the book which includes the Persian definitions of all the important key and general words used in the units.

Unit One

The Impact of Information Systems on Organizations

General Objectives

This unit has been designed to make you familiar with typical passages of the impact of information systems on organizations; to help you understand the most important key points and concepts considering the impact of information systems on organizations; to help you learn a number of crucial words regarding the impact of information systems on organizations; and to expand your reading comprehension skills for better understanding of the related texts.

Behavioral Objectives

After carefully reading this unit, you are expected to:

1. Define the meaning of the following Key and General Words:

Key Words: access, billing, break down, capture, database, data processing, defect, frame, information system, management information system, information technology, integration, inventory

2 English in Public Administration for MA Students

record, output, outsourcing, payroll, performance, simulation, stakeholder, threat, track, transaction processing, turnover

General Words: alert, barrier, competency, counterpart, discrepancy, diverse, emerge, linkage, mainstream, outright, proactive, prominent, reveal

2. Make use of the defined words in meaningful contexts and do the Vocabulary Exercises
 1. 1. 3 and 1. 1. 4.
3. Find out the impact of the information technology (IT) on organizations and its usage.
4. Recognize the role of information systems in organizations.
5. Understand the main points and concepts of the impact of information systems on organizations and do Reading Comprehension Exercise 1.2.1
6. Do the Reading Comprehension Exercises 1. 2. 2 and 1. 2. 3.
7. Do the Translation Practice 1. 3.

1. 1 Vocabulary

A. Definitions and Exemplifications

1. 1. 1 Key Words

access

n.

the action or process of obtaining or retrieving information stored in a computer's memory

The company prevents unauthorized **access** or deletion of the file.

billing

n.

the process of making out or sending invoices

His company was required to give more accurate **billing** to his suppliers.

break down

phr.v.

fail or stop working in a successful way

Negotiations **broke down** after only two days.

capture

v.

cause (data) to be stored in a computer;

the act or process of inserting or

transferring data into a computer

Computers allow users to **capture**, edit, and display the data they need.

database

n.

a place where information on a particular

subject is stored in a computer system and

organized so that you can find and use it easily

The universities have a large **database** of over 14 million book titles.

data processing

np.

a series of operations on data, especially by a

computer, to retrieve, transform, or classify

information

In large companies, everyday a large amount of **data processing** is done by computer under the control of skilled teams.

defect

n.

a shortcoming, imperfection

All the products are tested for **defects** before they leave the factory.

frame

v.

organize and develop a plan, system, etc.

The manager played a central role in **framing** the new policy.

information system

np.

a group of related hardware units or programs

or both especially when dedicated to a single

application

4 English in Public Administration for MA Students

Big companies' functions are based on **information system** to collect, organize and distribute data as managerial information.

information technology **np.**

the study or use of electronic process for
gathering information, storing it, and making
it available by using computers

By expansion of **information technology**, many people can improve their knowledge and jobs.

integration **n.**

the combining of two or more things so that
they work together effectively

The **integration** of data from other surveys helps students complete their projects.

inventory record **np.**

a complete list of items such as
property, goods in stock

The companies keep the entire stock of their business, including materials, work on progress
and finished products as an **inventory record**.

management information system (MIS) **np.**

a computerized information-processing system
designed to support the activities of a company
or an organizational management

Most companies have access to **information management system** in order to improve their activities rapidly.

output **n.**

amount of information produced by a computer

The quality of their **output** depends on the efficiency of the teams who make use of technological advances

outsourcing

n.

using workers from outside
the company to do a job

The **outsourcing** of the marketing to a specialist firm has been done carefully with a lot of hesitations.

payroll

n.

the activity of managing salary payments
for workers in a company

A computerized **payroll** system was invented by the department to make employees' payment easy.

simulation

n.

a representation of a problem, situation, etc.,
in mathematical terms, esp. using a computer

A computer **simulation** was used to train employees who work in administrative department.

transaction processing

np.

using computer to deal with the
information of doing business

The bank charges a fixed rate for each **transaction processing**.

turnover

n.

the rate at which employees leave a
workplace and are replaced

The company's **turnover** was not acceptable.

1. 1. 2 General Words

alert

adj.

giving all your attention to what is happening

Taking notes is one of the best ways to stay **alert** in lectures.

barrier

n.

something that prevents people from
doing something, or limits what they can do

Their attempts to reduce trade **barriers** failed, therefore, they tried to find a solution to overcome the problem.

counterpart

n.

a person or thing that corresponds to or has
the same function as another person or thing
in a different place or situation

The company's officials are discussing a new trade agreement with their foreigner **counterparts**.

discrepancy

n.

lack of compatibility or similarity between
two or more facts

There were lots of **discrepancies** between managers' accounts.

diverse

adj.

very different from each other

There are a lot of cities in the world that are culturally **diverse**.

emerge

v.

appear or come out from somewhere

More details of the plan **emerged** at yesterday's meeting.

linkage

n.

a system of links or connections

There are a **linkage** between two companies' employees in terms of exchange of data.

mainstream

n.

the ideas, attitudes, or activities that are
regarded as normal or conventional

track

v.

follow the course of something
typically in order to find them

He **tracks** the route of his trip from departure to arrival during his vacation.

B. Vocabulary Exercises

1.1.3 Matching Exercises

Directions: Match the words in column I with their appropriate equivalents in column II. Insert the numbers 1, 2, 3, etc. in the parentheses provided. There are more choices in column II than required.

Column I

1. alert
2. barrier
3. reveal
4. defect
5. linkage
6. outright
7. turnover
8. transaction processing system
9. frame
10. outsourcing

Column II

- () a. connection
- () b. deficiency
- () c. keeping careful watch for
possible danger
- () d. obstacle
- () e. cause or allow something to
be seen
- () f. using outside services instead
of inside ones
- () g. well-known and important
- () h. organize and develop a plan,
system etc.
- () i. complete or definite, with no
doubt about
- () j. the possibility of trouble,
danger or pain

11. prominent () k. substitutes computer processing for manual record keeping procedures
12. threat () l. the amount of money taken by a business in a particular period
- () m. a difference between two amounts, details
- () n. involving social groups of equal status

1.1.4 Fill in the Blanks Exercises

Directions: Fill in the blanks with the appropriate words from the list below. There are more options than required.

billing, counterpart, integration, access, discrepancy, openness, barrier, outright, prominent, performance, turnover, inventory record

1. Managers are satisfied with the of the new employees in their departments.
2. There are no winners or losers in the election of their organization.
3. A lack of education is a to many good jobs.
4. The financial manager noticed a between the two signatures of his employees.
5. IT companies need to discuss the improvement of their product with their foreign
6. Children to the internet must be controlled by their parents and school teachers.

7. He received a for computer devices that he had not ordered.
8. The new housing developments are evidence for the growth of every countries' economy.
9. The of export and import of products during the last years was significant.
10. The of individual countries into trading bloc is common today.

1.2 Reading Passage

Information Systems

In order to perform well, people must have available to them the right information at the right time and in the right place. This is the function served by information systems that use the latest in information technology to collect, organize, and distribute data in such a way that they become meaningful as information. Management information systems, or MISs, meet the specific information needs of managers as they make a variety of day-to-day decisions. Today, most companies use a computerized MIS to monitor more than 500 aspects of organizational performance. The system tracks everything from billing accuracy to arrival times to driver satisfaction with company maintenance on their vehicles. Says CEO (Chief Executive Officer) Dan England: "Our view was, if we could measure it, we could manage it." (Fireman, 1995).

Management Information Systems

Management Information Systems (MISs), also called *management reporting systems*, support the day-to-day operational and tactical decision-making needs of managers. MISs are designed to produce information needed for the successful management of a process, department, or business. An MIS provides information that managers have specified in advance as