



重慶對外經濟學院

CHONGQING COLLEGE OF INTERNATIONAL BUSINESS AND ECONOMICS

# 为学生赋能、为发展增值、为潜能解锁 《数字时代职场英语教程》的编写实践

2024年3月

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## 我们的目标

让学生知道，为学生解惑，帮学生跟上，给学生鼓劲

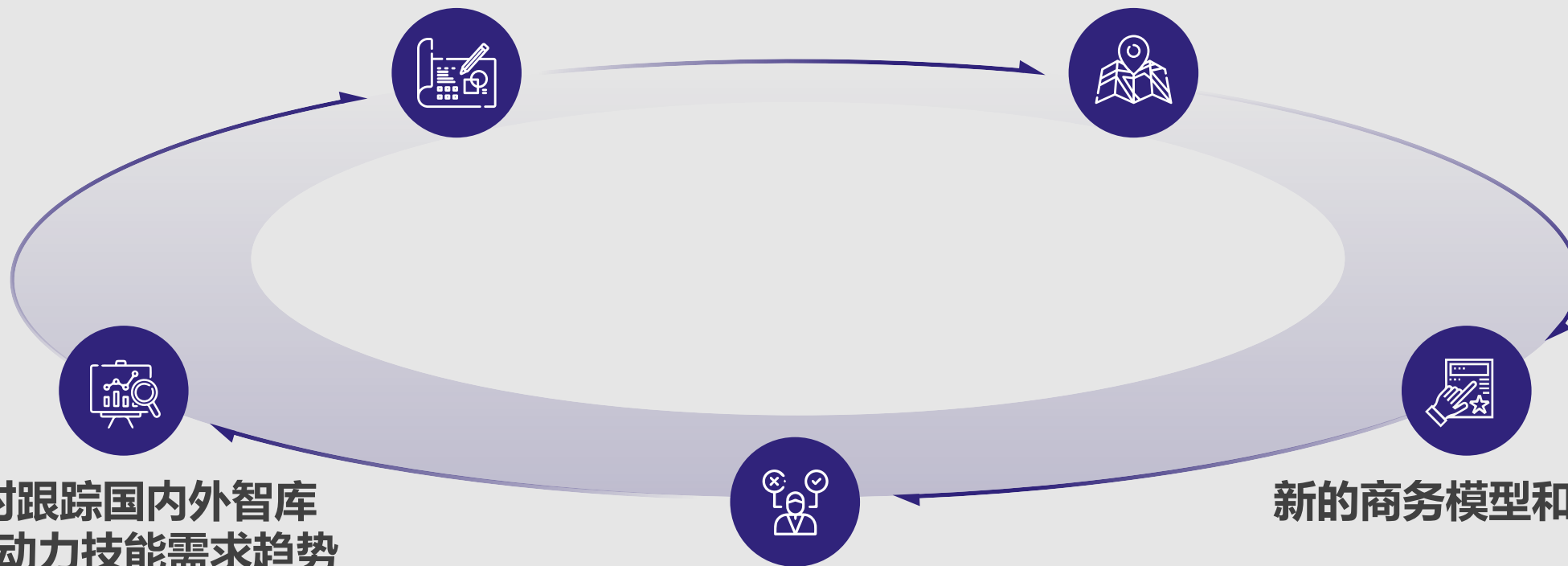
# 01 缘起

## 我们的目标

让学生知道，为学生解惑，帮学生跟上，给学生鼓劲

专业建设前瞻性

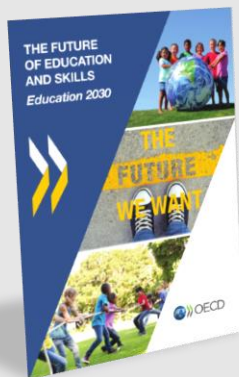
关注未来数字化、智能化



随时跟踪国内外智库  
对劳动力技能需求趋势

新的商务模型和模态

人才核心竞争力的新要求



在40年的职业生涯中  
可能会换 **11次** 工作

至少会有 **3次** 需要改变  
自己的基础技能

中国 35 岁以下白领  
平均跳槽周期

23 个月逐渐降低到 20 个月



互联网科技行业从业者  
平均跳槽周期

16-18 个月之间



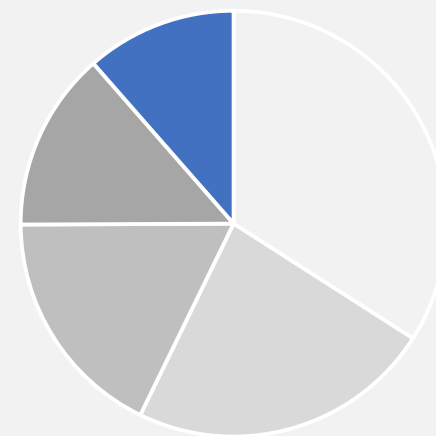
上一份工作维持时间  
不到半年

占比23%

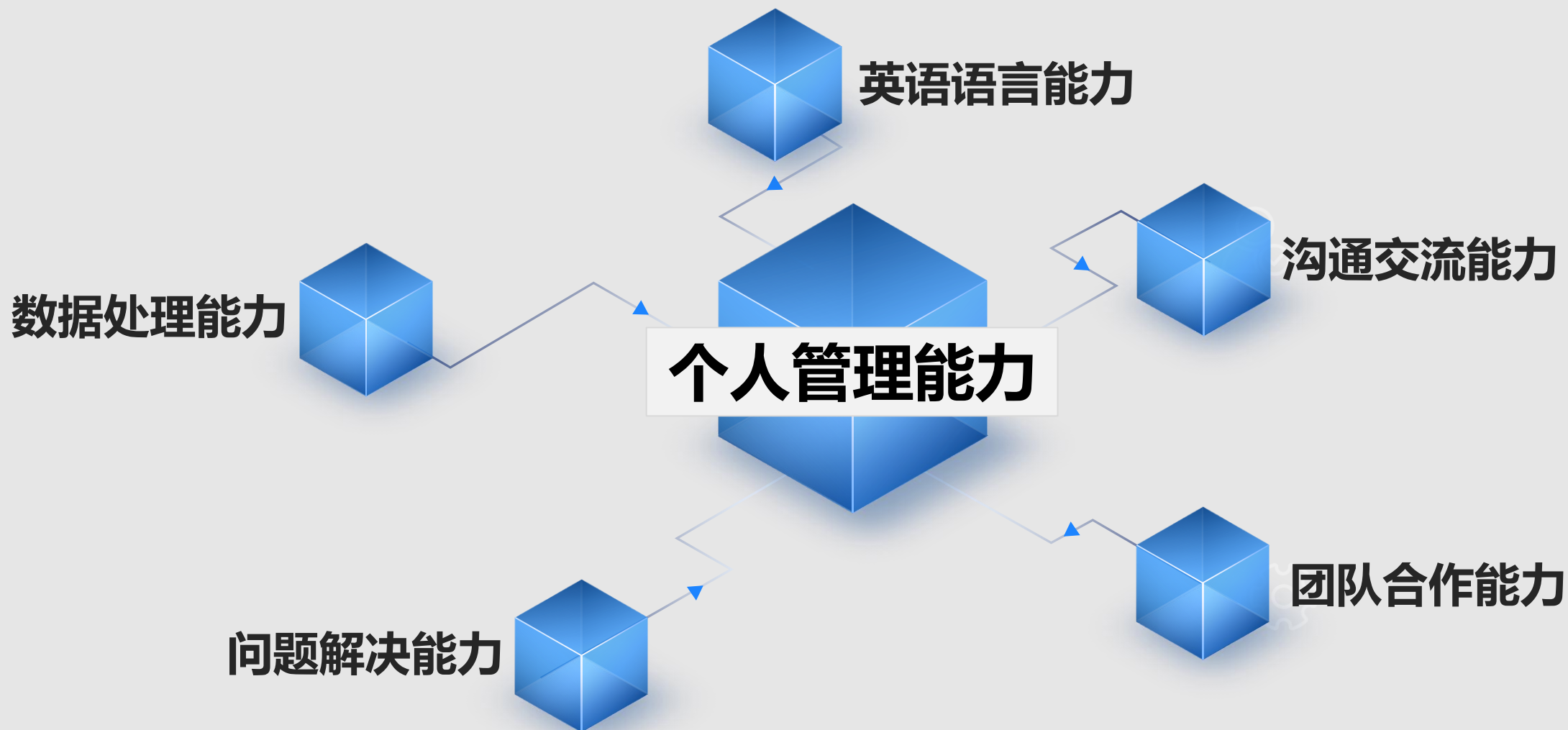


2010 年到 2016 年  
同一家公司工作超过 4 年

占比8.4%



\*数据来源: BOSS直聘研究院



# 实践周游戏化项目

## 自我管理

自我认知  
思维管理  
时间管理  
情绪管理  
劣势管理

## 沟通交流

有效陈述  
有效说服  
有效倾听  
公众讲话  
口头汇报  
进度汇报  
总结汇报



## 团队合作与问题解决

计划管理  
目标管理  
工作准备  
高效执行  
冲突管理  
问题解决

## 数据管理

数据搜索 (秒搜、整理)  
EXCEL (透视表、报表、查找)  
商务排版 (工作计划、活动方案、产品说明书)  
PPT小白神技 (工作型、演讲型、微信H5)



## 重庆市教育

### 重庆市教育 关于公布 2021 年市级 建设项目名单

各普通本科高校：

根据《重庆市教育委员会关于开  
报工作的通知》(渝教高函〔2021〕  
10号)，市教委审核确定重庆大学“工  
市 2021 年市级一流本科专业立项建

设项目名单如下：  
请各校按照《重庆市本科高等学  
校专业设置与调整工作办法》的要  
求，扎实做好专业综合改革、改  
造提升工作，不断提升专业管理水  
平，进一步巩固建设成效。市教委  
将对立项建设项目的中期建设进  
展情况进行评估，对达不到建设目  
标的项目，将取消其立项资格。

联系方式：姚巍、罗明志，60111111

附件：重庆市 2021 年市级一流本科

### 2021 年市级一流本科专业立项建设 项目名单

序号	学校	专业名称
133	长江师范学院	体育教育
134	重庆科技学院	电气工程及其自动化
135	重庆科技学院	国际经济与贸易
136	重庆科技学院	海洋油气工程
137	重庆科技学院	物联网工程
138	重庆科技学院	消防工程
139	重庆第二师范学院	食品质量与安全
140	重庆第二师范学院	商务经济学
141	重庆第二师范学院	服装与服饰设计
142	重庆警察学院	治安学
143	重庆人文科技学院	软件工程
144	重庆工程学院	软件工程
145	重庆对外经贸学院	商务英语
146	重庆财经学院	物流管理
147	重庆财经学院	软件工程
148	重庆财经学院	经济学
149	重庆工商大学派斯学院	财务管理
150	重庆外语外事学院	俄语

- 3 -

## 国家级一流本科课程

# 证书

中华人民共和国教育部

## 国家级一流本科课程

# 证书



课程类别：线下一流课程

课程名称：高级商务英语

课程负责人：王玉云

课程团队其他主要成员：胡骏、朱斌谊、谭钦青、  
贺静

主要建设单位：重庆对外经贸学院



证书编号：2023231699

# 《大学生的经济学思维》 《商务英语进阶》 《数字商务》 等6门课程

## 被评为市级一流课程

打造数字时代外语人才培养新模式——《数字时代职场英语教程》  
系列数字教材重磅上线!

UNIPUS智慧教学与研究 2023-12-27 18:48 北京

▶▶▶ UNIPUS

《数字时代职场英语教程》

系列数字教材

重磅上线!



02  
理念

01  
缘起

## 我们的目标

让学生知道，为学生解惑，帮学生跟上，给学生鼓劲

# 理念

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01

赋能

02

增值

03

解锁

# 理念

01

赋能

02

为学生的职业规划赋能  
为学生的数字素养赋能  
为学生的职业自信心赋能

03

# 理念

01

02

03

## 增值

为学生的个人和职业发展增值  
为学生的职场效能增值  
为学生的问题解决能力增值

# 理念

01

02

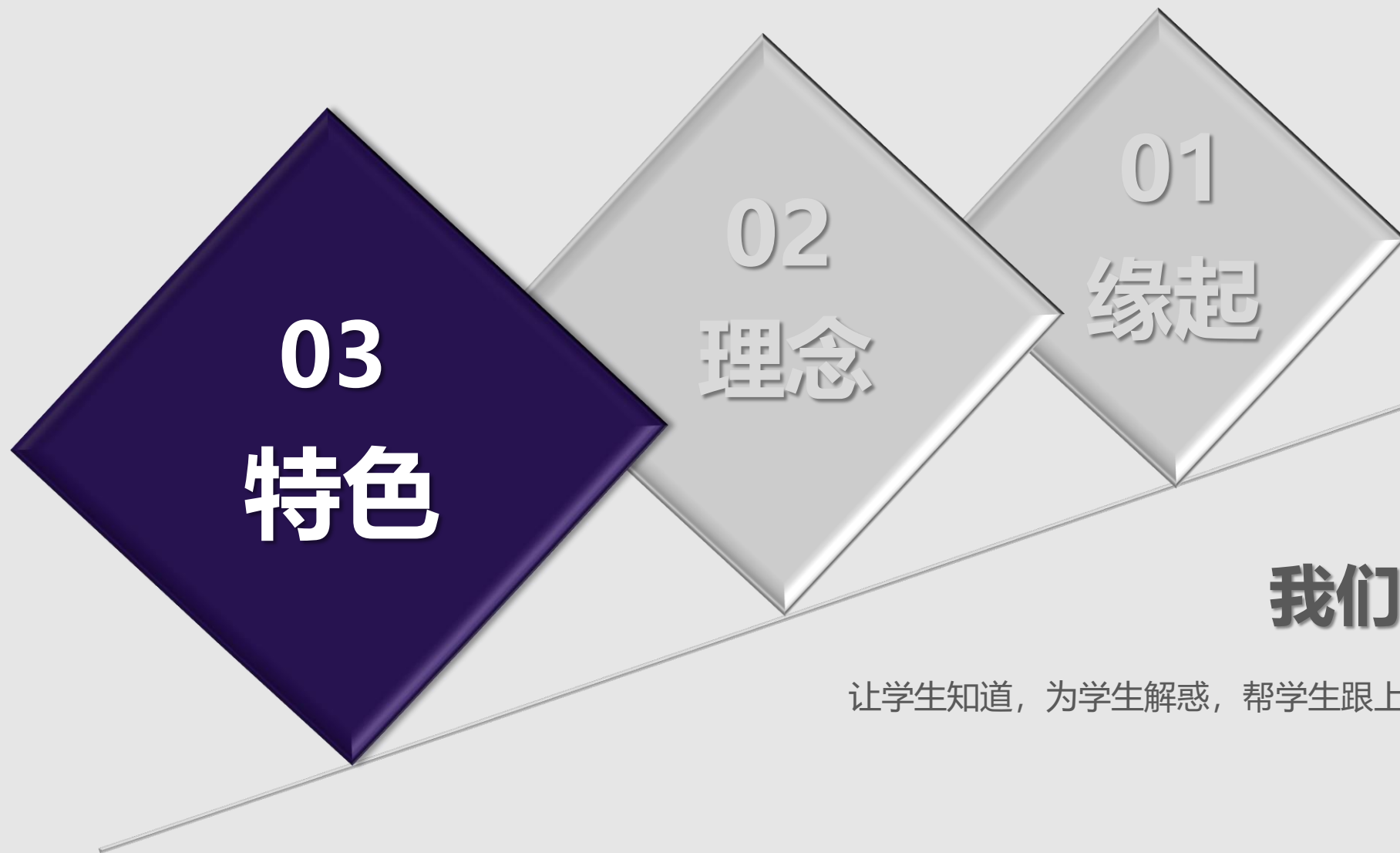
03

解锁复杂工作场景认知能力

解锁应对真实职场问题与挑战的能力

解锁匹配自我学习进展和需求的元认知能力

# 解锁



## 我们的目标

让学生知道，为学生解惑，帮学生跟上，给学生鼓劲



**01**

**锐化**

**03**

**拟景**

**05**

**数教**

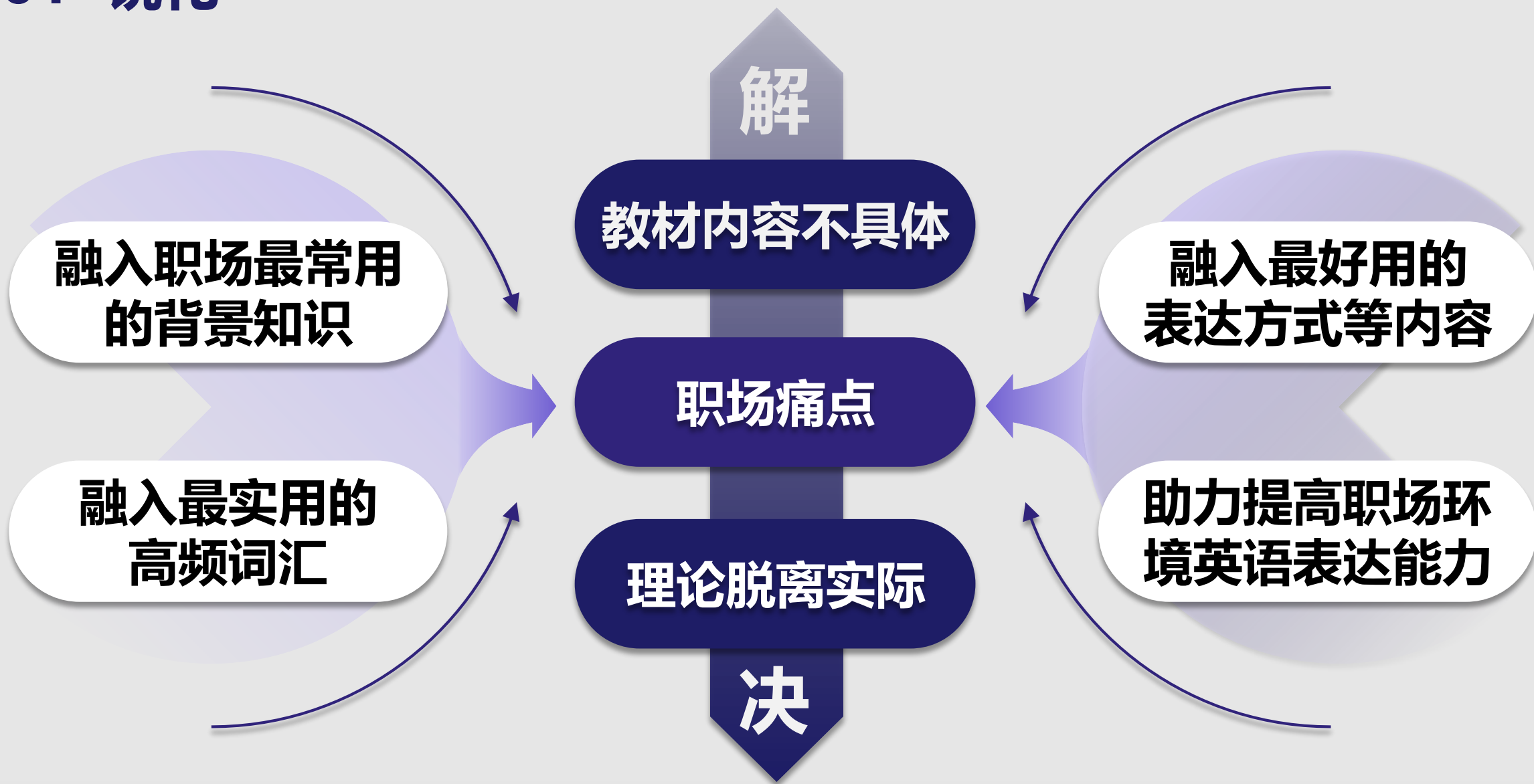
**02**

**精训**

**04**

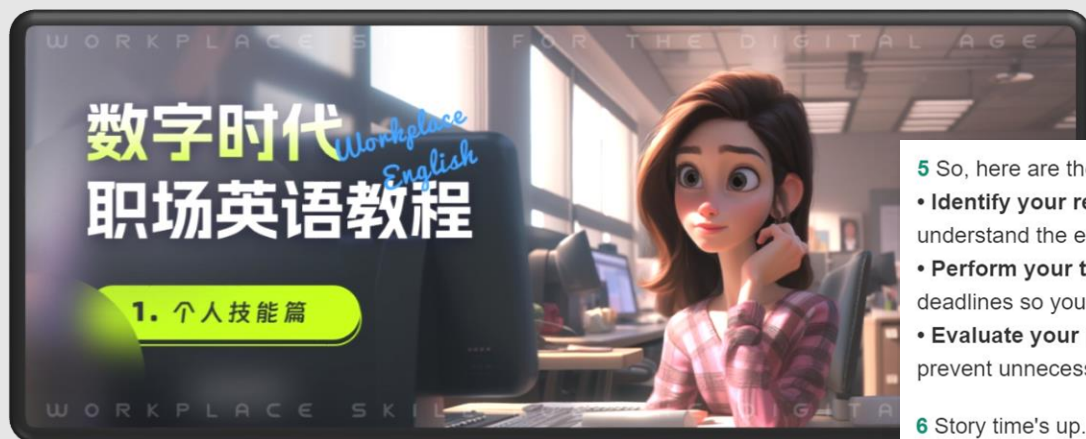
**娱学**

# 01 锐化



# 01 锐化

## 紧扣职场痛点 有效提升职业竞争力



5 So, here are the tips for working within your defined responsibility:

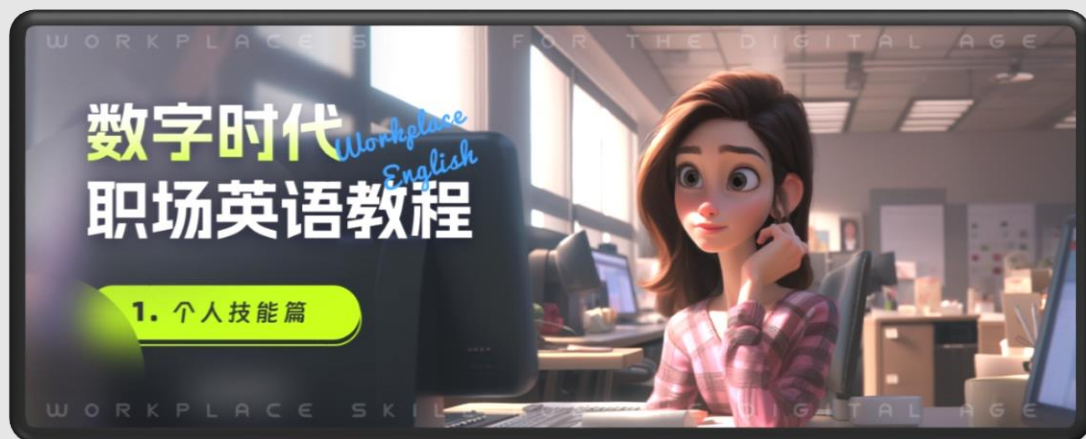
- **Identify your responsibilities.** Make sure you're fully aware of your role and duties. You can talk to your manager or co-workers to better understand the extent of your duties. Focus on completing your tasks to the best of your ability.
- **Perform your tasks.** Complete your current tasks promptly before taking up additional ones or helping others. It's always a good idea to set deadlines so you are more likely to hold yourself accountable by encouraging yourself to achieve each goal on time.
- **Evaluate your progress.** It's essential to evaluate the progress of your goals regularly. Make sure you set practical and achievable deadlines to prevent unnecessary stress.

6 Story time's up. Here are some takeaways you may find useful if you attempt to take more initiative at work.

- **Change your mindset.** When you feel overwhelmed, stretched, or way out of your comfort zone, shift your internal dialogue from "Why is work so hard?" to "It's okay for work to be hard." Embrace the challenge as it means that your capabilities are being built.
- **Start small.** You don't need to formulate an entire plan to improve the organization; just bring up something simple. Finding a better supplier for the same materials might make a huge difference, or you may speak up more during meetings and ask questions whenever you need to.
- **Always be prepared.** Opportunities can introduce themselves at any given point. To catch them at the right moment, you need to be aware of everything happening at your organization and keep organized at all times.

# 01 锐化

## 紧扣职场痛点 有效提升职业竞争力



1/9

pro

释义

adj. making things happen or change rather than reacting to events 积极的；主动的，预先采取行动的，先发制人的

5/9

释义

sb. has the opportunity to do sth. pleasant without having made any effort (美事、好运等) 被某人轻松得到

例句

He didn't even apply for the job; it just **fell into his lap**. 他甚至没有申请那份工作，它就这样轻松到手了。

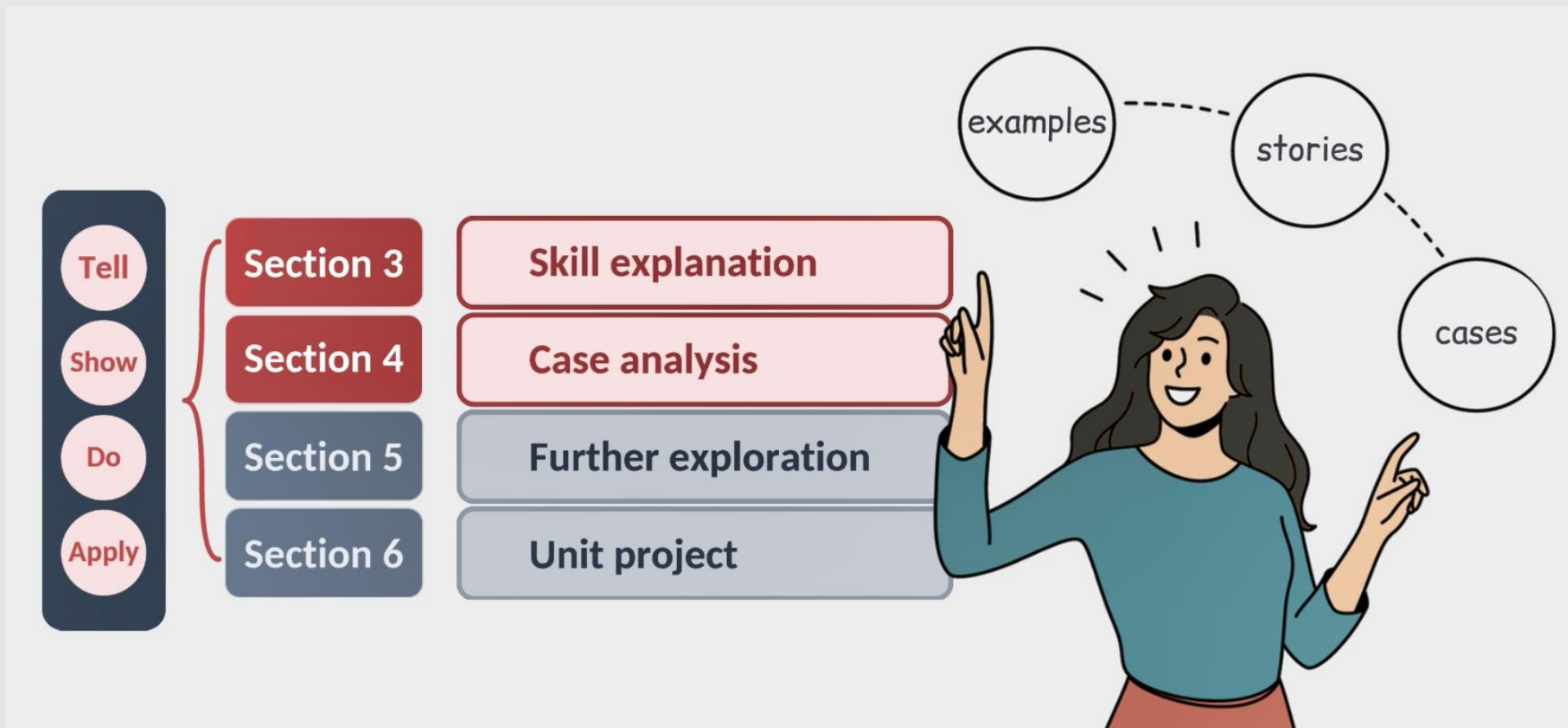
fall into sb.'s lap

🔊

🔊

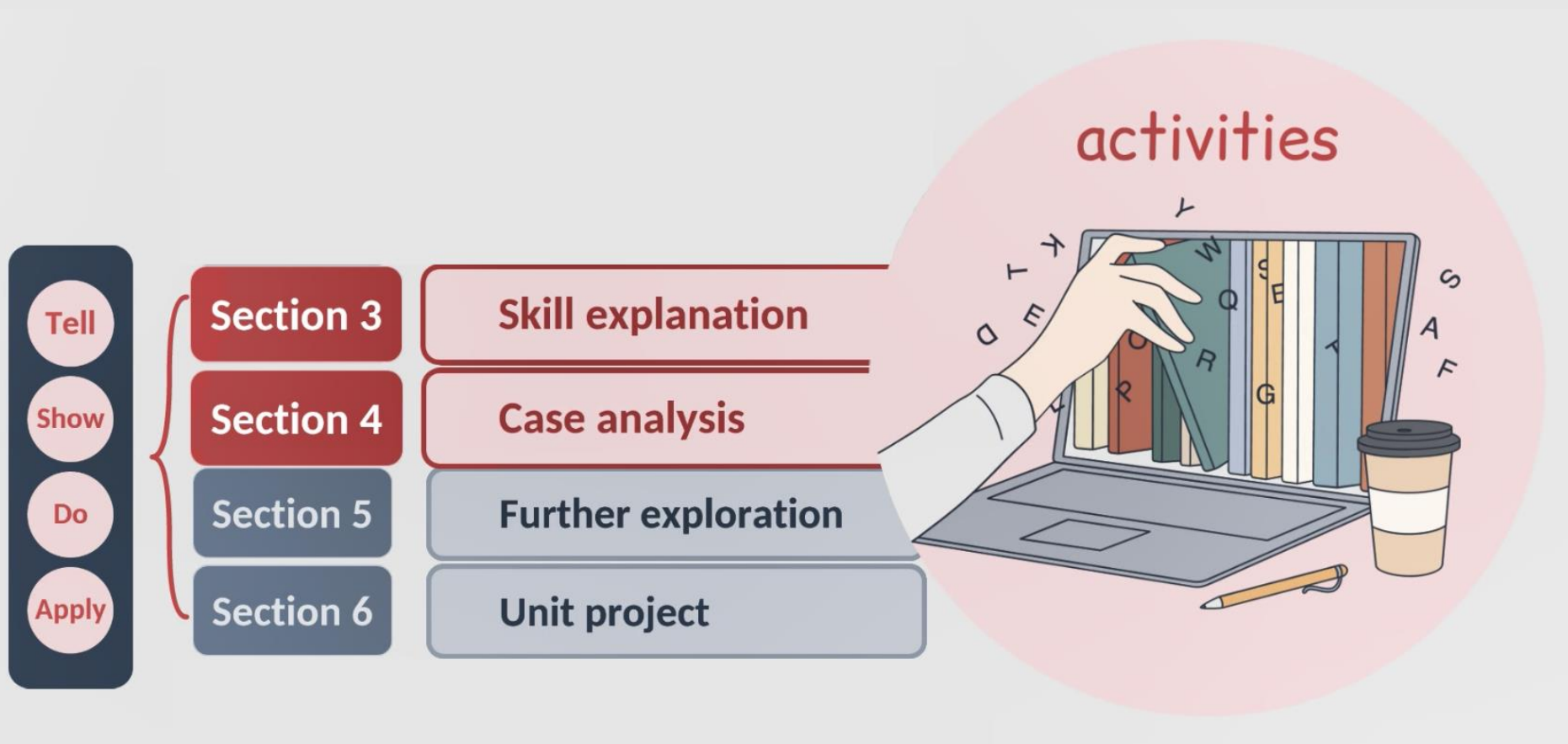
## 02 精训

# 遵循科学训练模型 注重实战与应用



## 02 精训

# 遵循科学训练模型 注重实战与应用



## 02 精训

# 遵循科学训练模型 注重实战与应用



Section 3

Skill explanation

Section 4

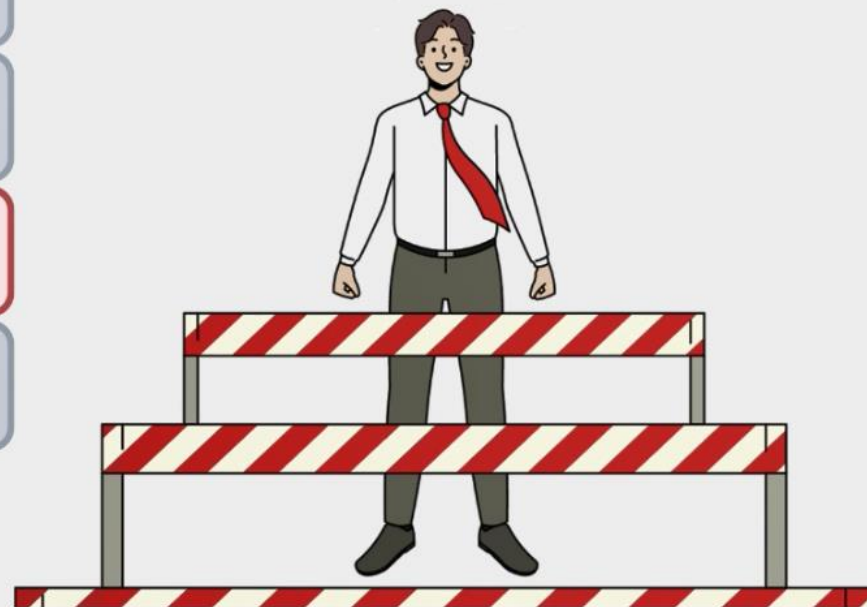
Case analysis

Section 5

Further exploration

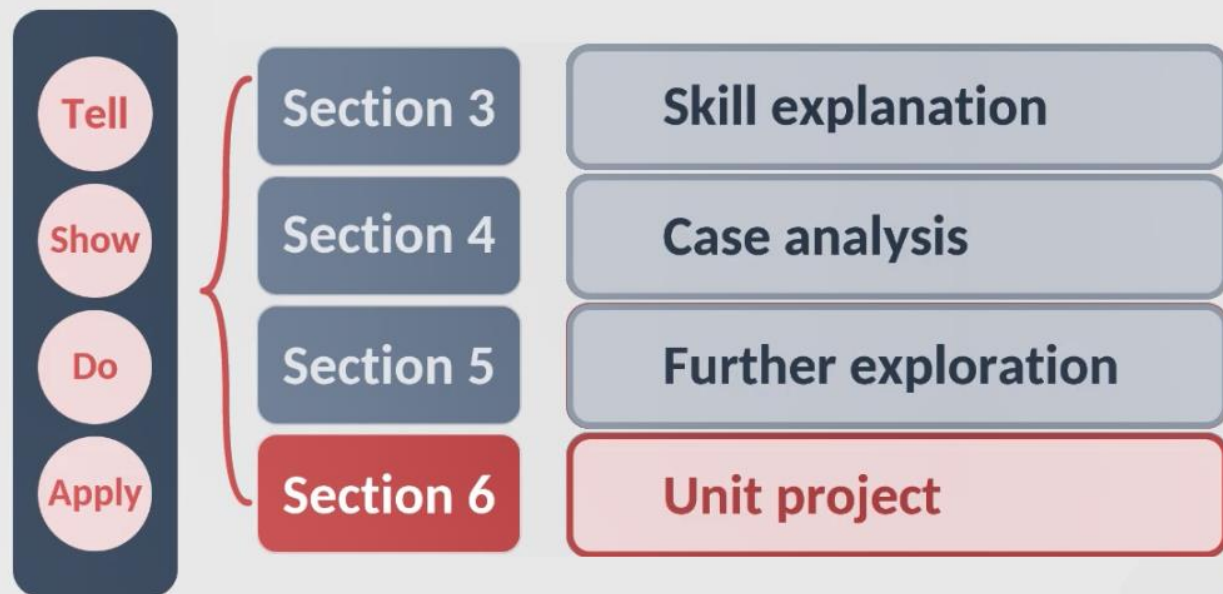
Section 6

Unit project



## 02 精训

# 遵循科学训练模型 注重实战与应用





# 03 拟景

## 模拟真实职场情景 打造沉浸式体验

Introduction Explanation Vocabulary **Understanding**

Task 1 Task 2

**Directions:** Choose the right answer to each question based on what you have learned.

**3** What if one fails to work within defined responsibilities? You may get some clues from the story of Rebecca.

**4** Rebecca was a workplace newbie. She was hired as a library staff member at a city branch. During the first week, in order to showcase her competence and diligence, although given a detailed introduction of the duties she was assigned, Rebecca left aside those responsibilities and instead kept seeking other jobs she could do. For example, she came up with a new way to arrange DVDs. She made a recommended list of children's books for the library to purchase. At the end of this week, Rebecca was called into the boss's office. She thought with certainty she would be praised by her boss because of her hard work. Yet, contrary to her expectations, her boss expressed disappointment with her job performance.

**5** So, here are the tips for working within your defined responsibility:

1. Which of the following is NOT a job role?

- A Marketing manager.
- B Software engineer.
- C Analyzing financial information.

2. What is NOT the benefit of defining your roles and responsibilities?

- A Better understanding job requirements.
- B Keeping good relationships with colleagues.
- C Taking on too many roles.

Introduction Explanation Vocabulary **Understanding**

Task 1 Task 2

**Directions:** Choose the right answer to each question based on what you have learned.

**Taking initiative**

**1** As a future employee, probably, do you know what taking initiative means? Simply put, it means being proactive and taking action on your own without someone telling you what to do. It involves stepping up, solving problems, and making decisions without waiting for instructions. It shows that you are motivated, resourceful, and willing to do more than just your assigned tasks.

**2** The most frequent complaint I hear from leaders is that they would like the members of their team to assume more responsibility for the organization and initiate ideas and actions on their own. They don't want to be the only ones leading. So, knowing how to take more initiative can be an excellent learning experience and may align you with further opportunities for advancement. **That is the case with Amy.**

**3** Amy didn't like being asked to do extra things as she wasn't paid for them. However, a professional development workshop changed her perspective on the situation. Instead of "feeling forced" to do something, she decided to look at it from the

1. Which of the following is TRUE about taking initiative at work?

- A Taking initiative means doing exactly what you are expected to do.
- B Leaders expect their team members to obey rather than assume more responsibility.
- C Taking initiative at work can help you demonstrate your value to your boss and colleagues.

2. Alice is a receptionist in a restaurant. Recently she has been receiving complaints from customers about the long waiting hours at the restaurant where she works. What should she do to show her initiative?

- A Wait for her manager to deal with the complaints.

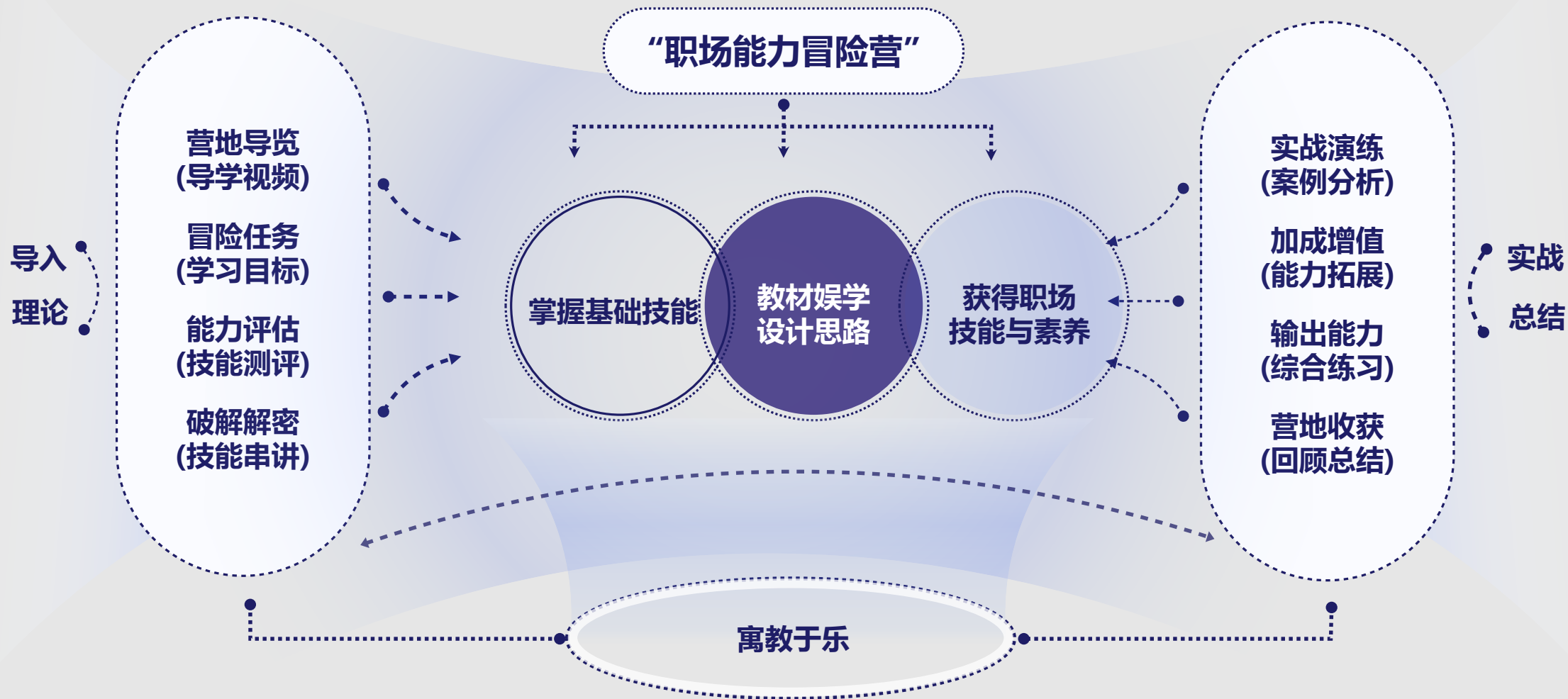
# 03 拟景

## 模拟真实职场情景 打造沉浸式体验

Introduction	Explanation	Vocabulary	Understanding
<b>Task 1</b> Task 2			
<b>Directions:</b> Decide whether the following statements are true or false.			
<p><b>2</b> Passing the buck at work can have very negative consequences for the organization. It can create a blame culture where people are afraid to admit their mistakes, take risks, or learn from feedback. Also, it can damage trust, lower work efficiency, and eventually hinder the growth and development of both the employees and the leaders. So, we have seen many leaders advocating not passing the buck. However, it isn't just leaders who should take responsibility for their decisions. Each of us must take ownership of our work as well. A simple truth, right? However, Jennifer has learned it the hard way.</p>		<p>1. Jennifer was wrong because she didn't admit her mistake and tried to make excuses instead.</p> <p><input type="radio"/> A True.</p> <p><input type="radio"/> B False.</p>	
<p><b>3</b> It was on August 2, 1990. Jennifer was standing in her lounge room in Perth, Australia when the radio announced the Gulf War. At the moment of the announcement, the bombs started dropping and the Suez Canal was closed. You may go, "So what? She lived in Perth." But it was a big so-what for Jennifer. She was an</p>		<p>2. Instead of blaming others for your failures, you should learn from your own mistakes.</p> <p><input type="radio"/> A True.</p> <p><input type="radio"/> B False.</p>	

Introduction	Explanation	Vocabulary	Understanding
<b>Task 1</b> Task 2			
<b>Directions:</b> Decide whether the following statements are true or false.			
<b>Spreading positive vibes</b>			
<p><b>1</b> As an employee, you need to be accountable for your own duties. Some people can do very well when they are alone; however, they contribute little to a team. Being a team member will add an extra dimension to one's responsibilities. Once you become part of a team, you should work collaboratively with your colleagues as a functioning unit toward common goals and objectives. With that being said, it is quite difficult to practice it in reality. Teams made up of employees who have very different personalities and business philosophies can give off unpleasant work vibes. It could be a naysayer who criticizes or turns down every idea, a savage who uses offensive language and lacks respect for others, or a dominator who seeks control over every aspect of group activities.</p>		<p>1. It is irresponsible of an employee to focus on what's best for the individual only, regardless of what's best for the team.</p> <p><input type="radio"/> A True.</p> <p><input type="radio"/> B False.</p>	
<p><b>2</b> Abigail once lived the nightmare. She led a team of exceptional people who worked well together to accomplish their goals. However, one person, Jim, dragged the whole team down. Jim was the kind of person who interpreted the shared responsibility of teamwork as "everyone else is responsible." He consistently</p>		<p>2. You should be nice to co-workers only when they are nice to you.</p> <p><input type="radio"/> A True.</p> <p><input type="radio"/> B False.</p>	
		<p>3. You should refuse to offer help to team members as you respect the boundaries of your position.</p> <p><input type="radio"/> A True.</p>	

# 04 娱学



## 04 娱学

# 引入游戏化设置 增强趣味性与成就感



让每一个学生都能成长为一个真正的 **“探险家”**

# 05 数教

## 以数字化教学手段 赋能智慧教学



**01**

**锐化**

**03**

**拟景**

**05**

**数教**

**02**

**精训**

**04**

**娱学**

**教材编写缘起**

事实层面

价值层面

**教材遵循理念**

为学生赋能

为成长增值

为潜能解锁

**教材设计特色**

锐化

精训

拟景

娱学

数教







重慶對外經貿學院

CHONGQING COLLEGE OF INTERNATIONAL BUSINESS AND ECONOMICS

# 《数字时代职场英语教程》的编写实践

为学生赋能、为发展增值、为潜能解锁

2024年3月