



云南财经大学

YUNNAN UNIVERSITY OF FINANCE AND ECONOMICS

好学笃行

厚德致远

从课堂到社会-----《综合英语》课程与个人竞争力

Course Framework

苏瑶
云南财经大学



1

时代发展需要具备优秀个人竞争力的国际型人才

2

综合英语课程中的项目教学法与个人竞争力的培养

3

培养具有国际竞争力的学生



时代发展需要具备优秀个人竞争力的国际型人才

- 《国家中长期教育改革和发展规划纲要（2010-2020年）》明确提出“培养大批具有国际视野、通晓国际规则、能够参与国际事务与国际竞争的国际化人才”。



✈️ 培养国际型人才是国家
“走出去”战略的需要

参与国际竞争



参与国际事务



具有国际视野



通晓国际规则





专业精神和专业知识。

民族文化身份认同
尊重多元文化的价值观

学习意愿和持续学习的能力

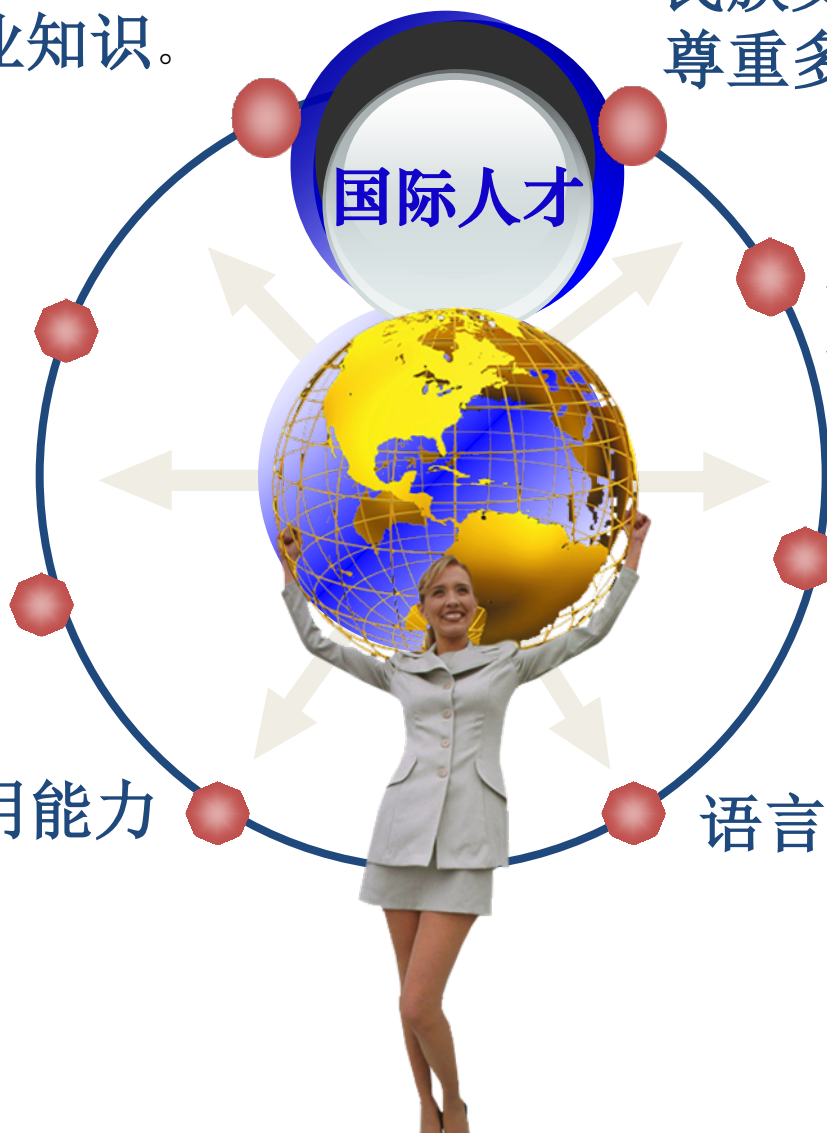
组织、计划、管理与领导力。

团队合作能力

客户和目标取向的思维方式

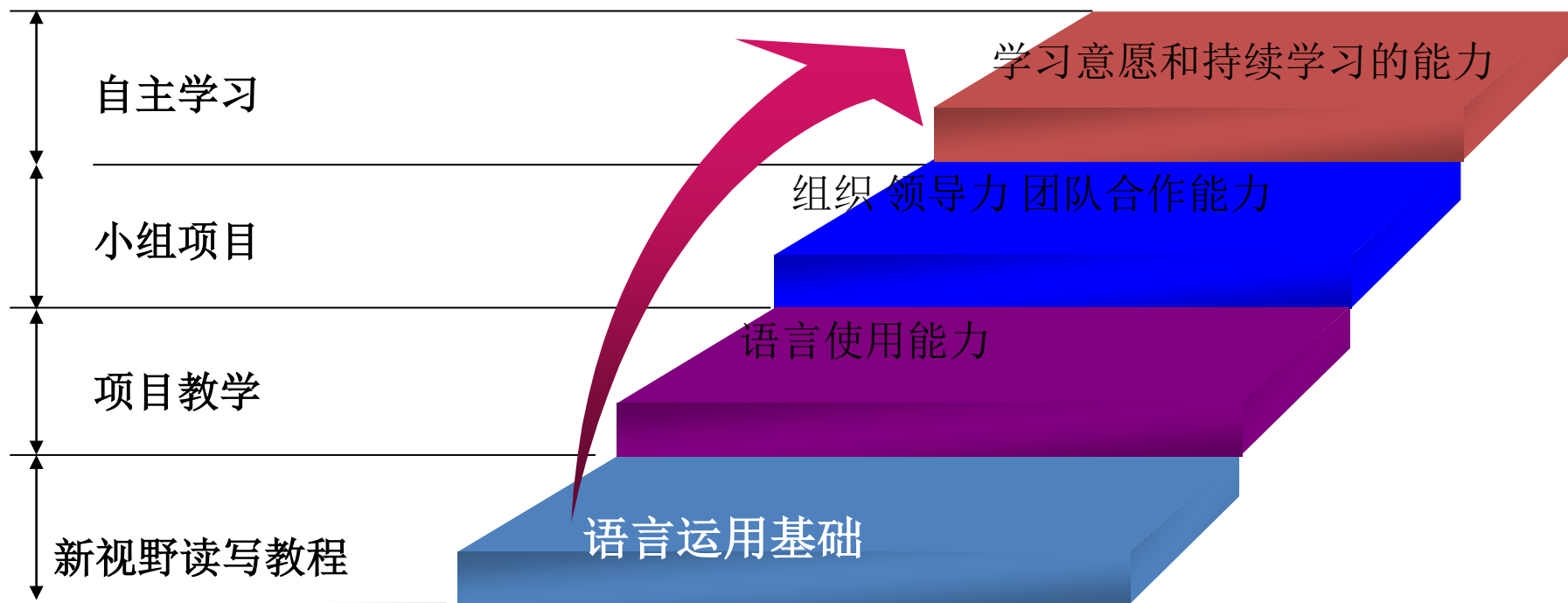
信息技术运用能力

语言沟通能力





教学理念：项目教学和自主学习结合 提高英语应用能力





项目教学

3. As university students, what can you do to help protect the environment?

- **Activity 2** Do a research on the global ranking of carbon dioxide (CO₂) emissions last year. You can go to the library or surf the Internet to find information about the carbon footprints of the following countries, and fill in the table with the information you get.

Country	Carbon Footprint	Ranking
U.S.		
India		
Japan		
Russia		
China		
Germany		
Brazil		
Sweden		
Canada		
Britain		

What conclusions can you draw from the table?

2 Presenting your understanding

Share opinions with your classmates.

- **Activity 1** Use the following questionnaire to find out how green you are. Interview at least five of your classmates on their ideas of being green.

1. When you leave a room, do you turn off electrical appliances and lights?	<input type="checkbox"/> Often	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Never
2. How many pieces of tissue do you use each day?	<input type="checkbox"/> More than 5 pieces	<input type="checkbox"/> Less than 5 pieces	<input type="checkbox"/> None
3. Do you minimize the use of air conditioning and heating if you can?	<input type="checkbox"/> Often	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Never
4. While shaving or brushing teeth do you let the water run?	<input type="checkbox"/> Often	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Never
5. Do you take short showers instead of tub baths?	<input type="checkbox"/> Often	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Never
6. Do you donate extras to people you know or to charity instead of throwing them away?	<input type="checkbox"/> Often	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Never

UNIT 1 A Greener Future English XP

Part One [Part Two](#) [Part Three](#) [Part Four](#) [Part Five](#)

Part Four | Constructing the Project

Activity 4 You are now required to hold a panel discussion on how to make a green campus. The five best presenters are chosen from Activity 3 with one acting as the chairperson, the other four answering questions from the audience.

Suggested questions

1. Could you list some cases and examples among college students which are not green?
2. What should school administrators do to help raise students' awareness of environmental protection?
3. As college students, how can we live a low-carbon life?
4. What should be done to those who are not environmentally friendly to our Earth?

新大学英语综合教程第四版 | 电子教案

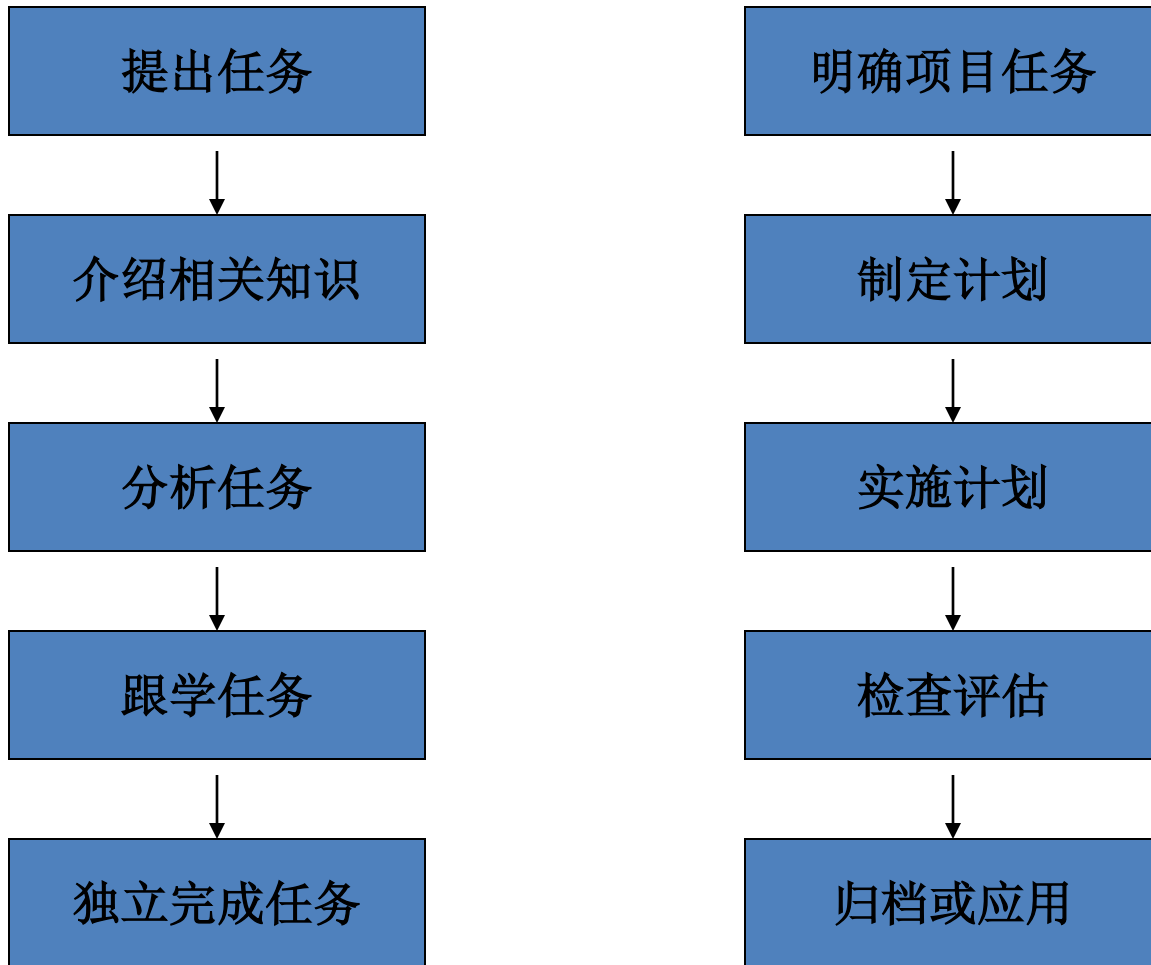


项目教学与传统教学的区别

项目	传统教学	项目教学
教学目标	传授知识和技能	运用已有知识和技能
教学形式	老师教为主，学生被动学习	学生在老师的指导下主动学习
交流方式	单方面，虽有互动，也是被动的	双向的
参与程度	学生听从老师的指挥	学生可以根据自己的兴趣参与学习
激励手段	外在动力 不可能持久	内在动力充分得以调动 能持久
特色	老师挖掘学生的不足点以补充授课内容	老师利用学生的优点开展活动



“任务驱动”和“项目教学”的区别





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项目教学法的教学设计

由以教师为中心**转变**为以学生为中心

由以课本为中心**转变**为以“项目”为中心

由以课堂为中心**转变**为以实际经验为中心



项目操作

1

咨询、计划 (专业精神和专业知识)

2

决策 (组织、计划、管理与领导力)

3

实施 学习意愿和持续学习的能力,团队合作,
信息技术的应用

4

评价 语言沟通能力

5

迁移 客户和目标取向的思维方式

Constructing project

Work in groups of 3 or 4.

1. First choose one company which you are willing to work for in the future. Or you can start your own business.







2. Then do online research and find out the aspects of corporate culture of that company.

Your presentation may conclude these parts:

Who we are/ What we do/ What we specialize in/
Our products & services/ Our competitive point

values, management style, its stories and myths / advertising slogan



Culture Aspects	Culture Aspects			
	Values	Leadership Style	Stories and Myths	Reputation of CEO
				
				
				
				
				
				

教师行为：讲解企业文化定义，企业文化的决定因素和不同企业文化比较

学生行为：阅读并了解企业文化，管理模式和企业核心竞争力等，标记疑难问题并询问教师。

阶段性成果：对企业文化有了基本认识，思考项目实施计划。

教学方法：以教师为主班内讲解

讨论和决策

学生参与占主体地位，教师在需要的情况下提供帮助。

学习者制定项目的工作计划，做出工作流程图、建立工作小组（4-5人）、明确职责和分工、制定时间计划表。

学生自己给自己分配工作任务，因而培养学生组织、计划、管理与领导力



教师行为：回答学生提问并为其提供更多的信息
学生行为：集体讨论，计划具体任务，向老师提问。

阶段性成果：制定执行计划，思考工作分工。

教学方法：班级讨论，小组讨论，老师和各个小组进行沟通

Constructing project

1、通常以小组形式进行

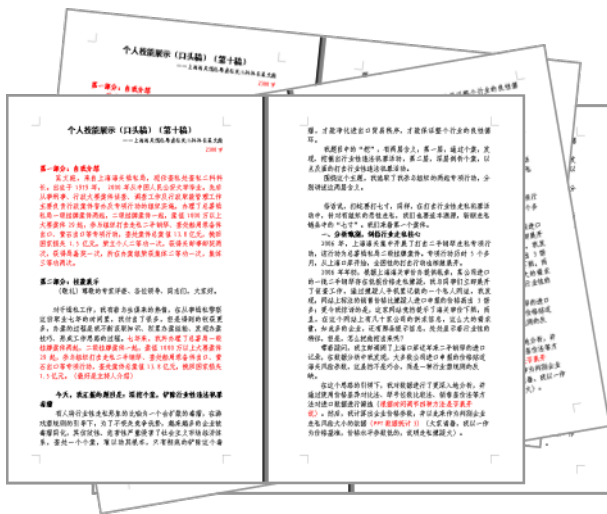
2、小组成员有创造性地、独立地、参与并负责地完成任任务。在各自任务的完成过程中，寻求解决问题的方案，学习新的知识，形成科学的思维方式。同时也培养学生的团队协作能力和自我解决问题能力。

3、项目教学：根据计划，分步骤地搜寻、实验、研究完成项目的方式。不断的验证、调整目标

4、促进学生的团队合作能力，搜集整合资料能力和自主学习能力
信息技术运用能力 自主学习能力



Constructing project



1.收集资料

2.想象

3.制作

4 评价



按照预先确定的评定标准，教师和学生共同对项目结果、学习过程、学习经历和经验进行讨论评估。

培养学生对结果、工作方式和经验自我评价的能力。

评价重要性:对项目结果的理论性深化，有意识将理论和实践联系起来，点明与今后学习内容的相关点



分组展示

- 小组成果展示
- presentation & report

学生互评

评估小组成果，依据引导问题对他组提出问题。
评估项目工作分工，记录工作成果。

教师评价

总结小组问题，启发学生提问

相关知识拓展

- 班级及组内讨论
- 思考知识拓展的可能性及今后的工作任务

4 评价

Check Points		Achieved
Concept building	1. I am aware of the factors leading to a company's success.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
	2. I know what activities are considered as unethical business practices.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Language development	3. I can talk and write about different management styles with examples.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
	4. I have read the four passages and have watched the three video clips on corporate culture.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
Academic acquisition	5. I have learned the SQ3R strategy for academic reading.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially
	6. I can present my opinion more effectively.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Partially



专业精神和专业知识。

民族文化身份认同
尊重多元文化的价值观

学习意愿和持续学习的能力

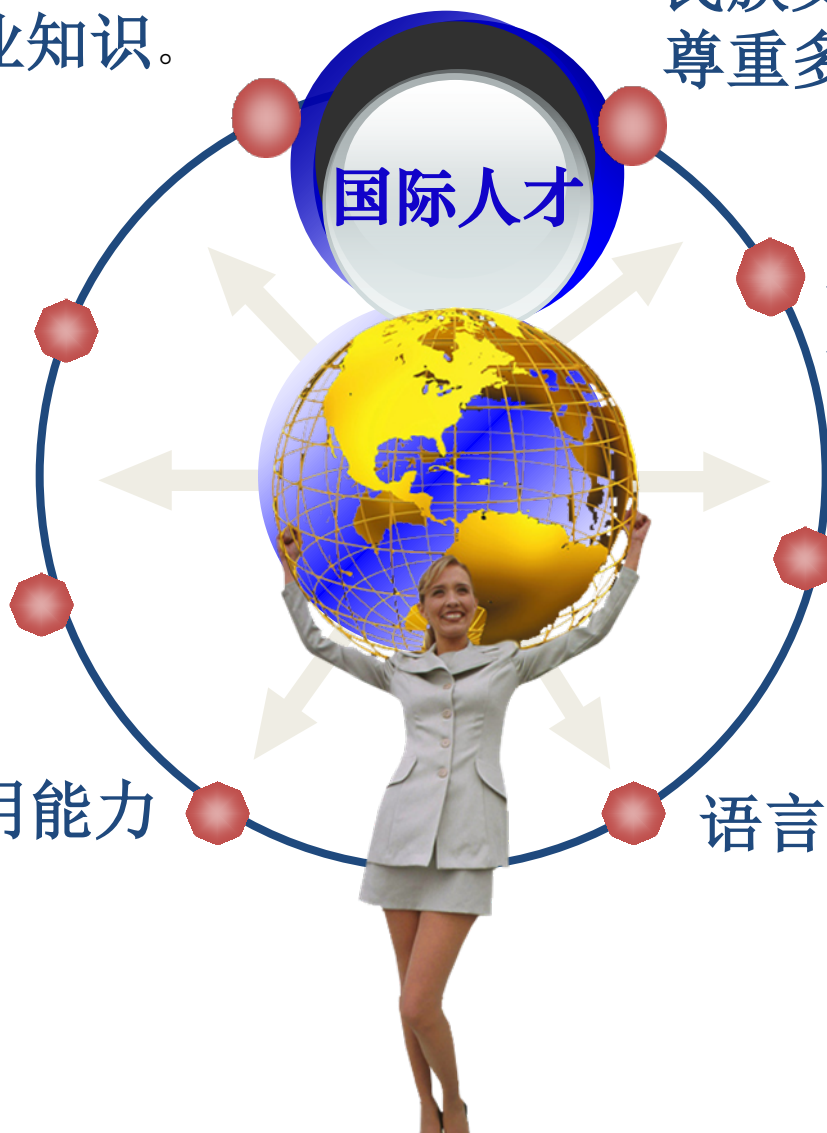
组织、计划、管理与领导力。

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对教师的要求和挑战



- 1 跨界人才 丰富的知识面
- 2 设计项目 充分准备
- 3 让学生成为更好的自己

Framework



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好学笃行

厚德致远

• 人才决定未来， • 教育成就梦想



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YUNNAN UNIVERSITY OF FINANCE AND ECONOMICS

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“十二五”普通高等教育本科国家级规划教材

第三版
THIRD
EDITION

NEWHORIZON
COLLEGE ENGLISH
新视野大学英语 1

总主编：郑树棠

读写教程
READING AND WRITING

网络自主学习





自主学习特色

教师课堂指导

反馈和答疑

自主学习

在线测试评估



课程要求

1

每学期至少完成 6 个单元学习

2

每 2-3 周学完一个单元，并完成课后练习。每学期网络学习时间必须在30小时以上，否则不能参加期末考试。

3

每学期至少完成 5 次平时测验，平时测验达不到5次者，不得参加期末考试



自主学习进程

STEP



教师布置学习任务

STEP



学生自主学习
完成课后练习

STEP



讲解重点字词句子，
structure 和writing。

STEP



单元测试



Unit 1 ▾ Fresh start

Preview



Think before read

主题概览

Section A



Text A: Toward a brighter ...



Structure analysis & writing



Translation

课文学习
语言实践
结构分析
翻译练习

Section B



Reading skills



Text B: What we wish



Collocation

阅读技巧
课文学习
语言实践
搭配知识

Check & check



Checklist to evaluate your achievement

自我评估



● Preview


● Preview

启发式问题，引发学生的兴趣和思考（课堂）

Unit 1 ▾ Preview Next

Before learning this unit, read the following paragraph and think about the questions.

College is a unique mix of freedom and responsibility. It is hard to express how profound a change college represents in the lives of new students: new homes, new lifestyles, new people, and a wealth of new learning opportunities. Facing all of these many changes, you must choose responsibly and wisely. College is a fresh start in your life. You will find your college experience more rewarding if you consider some important questions:



Questions:

1. What are your expectations of college education?
2. How will you make the most of this marvelous opportunity and exciting new experience?
3. What will you do to ensure that the journey you begin at this university today leads you toward a bright and successful future?



Preview

- Section A
- 学生在网络平台自主学习

- Section A
 - Text A
 - Structure analysis
 - Translation

Unit 1 ▾
Next

Text A > Reading in detail

Read the text in detail. You can refer to Translation and Language Points when necessary.

A+
A-
Language points
Translation

2 In welcoming you to the university, I am reminded of my own high school graduation and the and me. "Pose naturally," Mom instructed us. "Wait!" said Dad, "Let's take a picture of me ha woke me up every morning in college. It is still on my office desk.

3 Let me share with you something that you may not expect. You will miss your old routines a hard and attain your best. You may have cried tears of joy to be finally finished with high scho tears of joy to be finally finished with doing your laundry! But know this: The future is built on

4 For you, these next four years will be a time unlike any other. Here you are surrounded by g from all over the country, a learned and caring faculty, a comprehensive library, great sports facilities, and student organizations covering every possible interest — from the arts to science, to community service and so on. You will have the freedom to explore and learn about new subjects. You will learn to get by on very little sleep, meet fascinating people, and pursue new passions. I want to encourage you to make the most of this unique experience, and to use your energy and enthusiasm to reap the benefits of this opportunity.

5 You may feel overwhelmed by the wealth of courses available to you. You will not be able to experience them all, but sample them widely! College offers many things to do and to learn, and each of them offers a different way to see the world. If I could give you only one piece of advice about selecting courses, it would be this: Challenge yourself! Don't assume that you know in advance what

facility
n.
(~ies) [pl.] rooms, equipment, or services that are provided for a particular purpose
(为某种目的而提供的) 设施, 设备
The hotel has an indoor swimming pool and other leisure facilities. 这家宾馆有室内游泳池和其他休闲设施。



● Section A

Structure analysis : 課堂上讲解

● Section A

- Text A
- Structure analysis
- Translation

Unit 8 ▾ Structure analysis and writing > Structure analysis Next

Read to learn how to develop an argumentative essay.

When we write an argumentative essay, our main purpose is to convince the readers that our particular view or opinion on a controversial issue is correct. At times, we may have a second purpose for our argumentative essay: to persuade our readers to take some sort of action. In a general way and as with all essays, we do the same thing: We make a point and then support it. The difference here is that argumentation advances a controversial point, a point that at least some of the readers will not be inclined to accept.

[See how it works in Text A >>](#)

To convince readers in an argumentative essay, it is important to provide them with a clear main point and plenty of logical evidence to back it up. Because argumentation assumes controversy, we have to work especially hard to convince the readers of the validity of our position. The following five strategies may help us win over readers whose viewpoints may differ from ours.

- 1 Use tactful, courteous language.
- 2 Point out common ground.
- 3 Acknowledge differing viewpoints.
- 4 When appropriate, grant the merits of differing viewpoints.
- 5 Rebut differing viewpoints.



Preview

Section A

- Text A
- Structure analysis
- Translation

Section A

Translation : 课后练习

Unit 1 Translation 1 2

Translate the following paragraph into English.

The original

Socrates was a classical Greek philosopher with laying the fundamentals (philosophy). He is a mysterious figure in the accounts of later classical Greek philosophy. His most famous student Plato is known for his contribution to the field of teaching, known as the Socratic method. Socrates' method of answering questions to stimulate critical thinking and to explore ideas remains a common method of discussions. He also made significant contributions to the field of epistemology and the influence of his ideas on Western philosophy was the most colorful figure in the history of philosophy. His fame was widespread and his name soon became a household name. He constructed no philosophical system and founded no sect (宗派).

Translate the following paragraph into English.

The original

孔子是中国历史上著名的思想家、教育家，是儒家学派（Confucianism）的创始人，被尊称为古代的“圣人”（sage）。他的言论和生平活动记录在《论语》（*The Analects*）一书中。《论语》是中国古代文化的经典著作，对后来历代的思想家、文学家、政治家产生了很大影响。不研究《论语》，就不能真正把握中国几千年的传统文化。孔子的很多思想，尤其是其教育思想，对中国社会产生了深远的影响。在21世纪的今天，孔子的学说不仅受到中国人的重视，而且也越来越受到整个国际社会的重视。



Preview

Section A

- Text A
- Structure analysis
- Translation

Section B

- Reading skills
- Text B
- Collocation

Section B

Reading skills : 课堂上讲解

Unit 1 Reading skills > Learning

Next



There are four steps to follow when previewing an article.

- 1 Read the **title** of the article and the **subtitles** if there are any. The title and subtitles often reveal the topic or subject of the reading material.
 - 2 Read the **first paragraph** of the article. The first paragraph is often an introduction to the main idea of the article.
 - 3 Read **the last paragraph**. The last paragraph usually summarizes the main content of the article, so you can get an idea as to what the author thinks is most important.
 - 4 Read **the first sentence of each remaining paragraph**. Very likely the first sentence of a paragraph is the topic sentence; in other words, it very likely tells the main idea of that paragraph.
- After you finish previewing, you may start reading the article from the beginning to the end. After your first reading, look back at the predictions you made about the article and see how accurate they are.

Practice



Preview

Section A

- Text A
- Structure analysis
- Translation

Section B

- Reading skills
- Text B
- Collocation

Section B

Text B : 学生在网络平台自主学习

Unit 1 ▾ Text B > Reading in detail
Next

Read the text in detail. You can refer to Translation and Language Points when necessary.

A+
A-
Language points
Translation
Background information

What we wish

My dear child,

1 You are about to **participate** in the next leg of your journey through life. For us, this part is bittersweet. As you go off to college, exciting new worlds will open up to you. They will inspire and challenge you; you will grow in **incredible** ways.

2 This is also a moment of sadness. Your departure to college makes it **undeniably** clear that you are no longer a child. There has been no greater joy than watching you arrive at this moment. You have turned our greatest challenge into our greatest pride. Although we have brought you to this point, it is hard to watch you **depart**. Remember above all things, we will miss you.

3 College will be the most important time of your life. It is here that you will truly discover what learning is about. You often ask, "Why do I need to know this?" I encourage you to stay **inquisitive**, but remember this:

Translation

我们的期望

我亲爱的孩子：

1 你即将踏上人生的下一段旅程。这让我们感到喜忧参半。当你离家、步入大学的校门，激动人心的崭新世界将会展现在你面前。这将带给你鼓舞，也会使你面临挑战；你将获得更大的进步与成长。

2 这也是令人伤感的时刻。离家去上大学就明确意味着你不再是个孩子了。没有什么比你走到今天这一步更令我们欣喜的了。你曾经是我们最大的挑战，现在却成为我们最大的骄傲。虽然是我们把你带到了这一步，但是看着你离开仍然很不舍。记住，最主要的是，我们会想念你。

3 大学将是你人生中最重要时光。只有在大学里你才



Preview

Section A

- Text A
- Structure analysis
- Translation

Section B

- Reading skills
- Text B
- Collocation

Check & check

● QUIZ

总结单元学习，进行自我评估

现有试卷管理

序号	发布者	编号	题库	类别	标题	状态	开始日期	结束日期	显示答案	借用说明	Action
1	苏瑶 (suyao)	203	新视野大学英语 (第三版) 试题库2	测验	第三单元测试	在学生网页上显示。指定时间内可用	2016-04-22 11:15	2016-04-22 23:31	交卷 1 天后显示正确答案		预览 修改 打印 删除 下载
2	苏瑶 (suyao)	202	新视野大学英语 (第三版) 试题库2	测验	第二单元测试	在学生网页上显示。指定时间内可用	2016-04-15 09:46	2016-04-15 23:46	交卷 1 天后显示正确答案		预览 修改 打印 删除 下载
3	苏瑶 (suyao)	201	新视野大学英语 (第三版) 试题库2	测验	第一单元测试	在学生网页上显示。指定时间内可用	2016-03-18 16:00	2016-03-21 18:42	交卷 1 天后显示正确答案		预览 修改 打印 删除 下载



Preview

- Section A
 - Text A
 - Structure analysis
 - Translation

- Section B
 - Reading skills
 - Text B
 - Collocation

Check & check

● QUIZ

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