

湖南涉外经济学院

学校商务英语实践大赛校赛暨 2022 年全国商务英语实践大赛校内选拔赛的通知

一、大赛宗旨

本届大赛继承了往届大赛“理论与实践相结合”以及“商为我专，英系我才”的特点，旨在培养学生在商务沟通、创新思维和学以致用等方面的能力，鼓励当代大学生投身实践，关注社会热点问题及企业和社会的可持续发展，通过深入企业调查研究、学习和总结企业成功经营理念和管理模式，积极探索能助力企业解决难题、实现可持续发展的可行有效的方案，从而帮助大学生努力成长为更好地服务国家和社会需要的高素质复合型商务英语人才。

二、参赛资格

外国语学院 2020 级商务英语本科专业及英语本科专业在校学生，每支代表队的成员人数为 5—8 人，其中 5 名队员必须代表队伍参与项目陈述（包括在台上控制队伍展示

研究成果的 PPT 等多媒体的选手，但并不要求一直由同一名选手控制 PPT 等多媒体)，其余队员为支援队员。

三、赛题说明

【英文】

Digital Economy Drives Smart Business

In recent years, with the accelerated innovation of internet, big data, cloud computing, artificial intelligence, blockchain and other digital economy has ranked second in the world for many years. The national “14th Five-Year Plan for Digital Economy Development” calls for deep integration of digital technology and the real economy, empowering the transformation and upgrading of traditional industries, expediting the introduction of new industries, new forms and new models and continuing to make China’s digital economy stronger, better and bigger. In fact, new business models such as telemedicine, distance education, livestreaming entertainment and remote working have penetrated into all aspects of life. Being digitalised, internet-powered and intelligentized, traditional industries not only promote product innovations and streamline production processes, but also enrich consumer experience and improve operational performance. At the same time, the digital

economy has brought concerns about security, labour and privacy. How to grasp the opportunities brought by the digital economy and deal with the challenges in the digital era has become an arduous task for enterprises aiming for long-term competitiveness and sustainable growth.

The 2022 "HEP" Cup National Business English Practice Contest challenges students to find a business partner and help raise its vitality for the modern world. It requires students to:

- 1) identify one or more aspects that need improvements;
- 2) make a proposal that will satisfy these needs;
- 3) conduct investigation to justify the appropriateness and effectiveness of the proposal;
- 4) communicate the entire proposal in a presentation with the aim to persuade board of directors to invest in the project.

The Contest emphasizes actual collaboration between a team of students and a partner company. The student team should venture out into the field and collect data. This should include multiple physical or virtual meetings with relevant stakeholders. The findings and recommendations need to be validated by

relevant parties.

【中文】

数字赋能，智慧商务

近年来，随着互联网、大数据、云计算、人工智能、区块链等技术的加速创新，数字经济得以迅猛发展。我国数字经济规模已连续多年位居世界第二。国家《“十四五”数字经济发展规划》指出，要促进数字技术和实体经济深度融合，赋能传统产业转型升级，催生新产业新业态新模式，不断做强做优做大我国数字经济。实际上，远程医疗、远程教育、直播娱乐、远程办公等新的商业模式已渗入生活的方方面面。传统产业的数字化、网络化、智能化推动了产品的改革创新和生产工序的精简，丰富了消费者体验，提高了运营绩效。与此同时，数字经济也带来了安全、劳动力和隐私等方面的隐忧。企业如何把握数字经济带来的机遇，应对数字时代的巨大挑战，成为企业确保长远竞争力，推动可持续发展的一项艰巨任务。

2022“高教社”杯全国商务英语实践大赛以“数字赋能，智慧商务”为主题，要求参赛者寻找一家企业，帮助其提升企业活力，应对现代社会的挑战。

具体要求如下：

1. 发现（企业中）一个或多个需要改进的问题；
2. 针对这些问题提出建议书；
3. 展开调研，验证所提建议的适用性和有效性；
4. 通过讲解沟通整份建议书的内容，说服董事会投资该

项目。

本大赛重视各参赛队伍与合作公司之间的真实合作。参赛队伍要走出校园，深入企业内部，收集资料。调研形式包括与相关人士的面谈或视频访谈等。调研结果与改进方案均需得到相关各方的认可。

四、大赛形式与要求

1. 大赛的形式：本次校内赛将通过线上提交材料进行选拔的方式，选拔出一支由 8 名优秀学生组成的队伍参加华中地区赛，争取突围华中地区赛进入全国赛。

2. 大赛的要求：各参赛队伍请在 2022 年 10 月 15 日（周六）中午 12:00 前，将以下参赛资料电子版提交至指定邮箱（31862683@qq.com），逾期提交无效。

（1）项目概述等图文资料：全英文，篇幅为 1 张 A3 纸，展示项目实践过程与研究结果；

（2）演示文稿（PPT）：全英文，包括音乐、视频以及字体；

（3）演示视频（flv 格式，大小不超过 350M）：展示项目研究目的、实践过程及研究结果，限时 13 分钟。注意：视频要求图像与声音清晰，无杂音，为一个完整的演讲视频文件，不得进行编辑、裁剪等加工处理。

五、评分标准

Topic	Contents		Score
Written Material (20%)	Executive Summary	Information, tables, graphs, photos creatively condensed in an A3 paper detailing project snapshot, practice, process and findings.	

	Written Report & PPT's	Business analysis, problem solutions, Clearance, coherence, structure, audio-visual aids, language accuracy	
Project Presentation (50%)	Project Overview	Project innovativeness, evidence of field investigation & project implementation efforts (not limited to computer desk-top secondary research only)	
	Business Analysis	Theme orientation: "business create happiness", evidence of critical thinking and unique perspectives, data collection and analysis, persuasiveness of conclusions	
	Project findings and solutions	Feasibility of Proposal, significance of Project, impact for business, trade and community	
Communication Skills(30%)	English Pronunciation, Grammar and language use	Enunciation, volume, intonation, professional use of business English including terms and jargons, integration of theories and framework and business analysis	
	Persuasiveness & Appearance	Confidence, friendliness, convincing, audience engagement, body language, attire as deemed appropriate for the project under discussion (you don't have to wear black & white suits!)	

六、大赛联络邮箱: 3186263@qq.com

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2022 年 10 月 11 日