



## CIEE Taipei, Taiwan

<b>Course name:</b>	Business Chinese
<b>Course number:</b>	CHIN 3001 CTAI
<b>Programs offering course:</b>	Taipei Intensive Chinese Language and Culture
<b>Language of instruction:</b>	Mandarin Chinese
<b>U.S. Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Fall 2019

### Course Description

Business Chinese is designed to give students exposure to Taiwan's vibrant business scene and to enhance both Chinese skills in the business context and their understanding about the social and cultural aspects of "doing business" in Taiwan and in China. Students will gain knowledge about the economic terms and communication strategies, learn to use the language in real business settings, acquire basic skills in reading economic news in Chinese, and more importantly, have a better cultural awareness about the Chinese business world.

### Learning Objectives

- Initiate formal introduction.
- Acquire the ability to produce a Chinese resume.
- Understand the working culture and environment in Taiwan.
- Obtain knowledge of specific word use in working environments.

### Course Prerequisites

N/A

### Methods of Instruction

Interactive lectures, role plays, small group discussions, flash card, games, audio-visual aids, etc.

### Assessment and Final Grade

Presentation:	20%
Class participation:	20%
Homework Assignment:	15%
Midterm Exam:	20%
Final Exam:	25%

### Course Requirements

Presentation: fluency; pronunciation; content. Linked-in self-introduction, new product proposal

Class participation: class interactions; group discussions

Homework assignment:

Midterm Exam:



Students are required to preview the new lesson text and be able to answer questions based on the text prior to the start of a new lesson. After class, students are required to do homework and prepare for quizzes of vocabulary, sentence patterns as well as the oral presentation.

### **Class Participation**

Students are encouraged to contribute to class discussion, group work, and participation is the key to a lively class. Twenty percent (20%) of the course grade will depend upon contributions to our class sessions.

### **Attendance**

(1) Students are required to sign the attendances sheet upon arrival of each class. Students who arrive 30 minutes during class will be considered absent for one full hour.

### **Weekly Schedule**

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|--------|---|
| Week 1 | Introduction to class<br>Topic 1: Nice to meet you<br>Warming up: self-introduction<br>Warming up: <ul style="list-style-type: none"><li>• Subject and vocabulary</li></ul> Reading: <ul style="list-style-type: none"><li>• Common phrases and dialogue in Topic 1.</li></ul> Discussion and vocabulary: <ul style="list-style-type: none"><li>• Business card exchange in Chinese</li></ul> Grammar drilling    |
| Week 2 | Topic 1: Nice to meet you<br>Reading : Yeh. P.1-12 <ul style="list-style-type: none"><li>• Topic 1 Dialogue.</li></ul> Discussion and vocabulary: <ul style="list-style-type: none"><li>• Learn to understand the information which appears on business card, including identifying what type of business a company does, the various positions within a company, etc.</li></ul> Learn how to describe your work. |
| Week 3 | Topic 2: picking up a client from the airport<br>Warming up: Subject and vocabulary<br>Reading: Yeh. P.13-24 <ul style="list-style-type: none"><li>• Topic2 Common phrases</li><li>• Topic2 Dialogue .</li></ul> Discussion and vocabulary: <ul style="list-style-type: none"><li>• How to determine who you are supposed to be meeting and how to introduce</li></ul>  |



yourself to them.  
Grammar drilling

Week 4      Topic 2: picking up a client from the airport  
Reading: Yeh. P.13-24  
•    Topic2 Dialogue.  
Discussion and vocabulary:  
•    How to greet your clients with the phrase  
Scenario: Meeting pre relaxing plan.

Week 5      Topic 3:The Shanghai Hotel  
NCCU Club fair  
Warming up:  
•    Subject and vocabulary  
Reading: Yeh. P.25-37  
•    Topic3 Dialogue.  
Vocabulary:  
•    Topic 3 Vocabulary  
Discussion:  
•    Gratitude express.  
•    Restaurant and special dish intro.  
Grammar drilling  
Assignment  
LinkedIn –Chinese LinkedIn profile

Week 6      Topic 3:The Shanghai Hotel  
Reading: Yeh. P.25-37  
•    Topic3 dialogue.  
Vocabulary drilling:  
•    Topic1-3  
Discussion:  
•    Chinese dinning manners  
•    Dish meanings  
Review: Lesson 1-3

Week 7      Mid-term Exam  
Mid-term exam: Lesson1-3  
Write a Dialogue  
Make a Dialogue  
Write an article (Cf. 72-73)  
Topic 4: Taking a business Trip  
Warming up: Subject and vocabulary  
Reading: Yeh. P.53-66

- Topic 4 Dialogue.

Vocabulary:

- Topic 4

Scenario:

- Business travel.

Homework:

Learn how to plan a travel itinerary.

- Week 8      Topic 4: Taking a business Trip  
 Reading: Topic 4 Dialogue. Yeh. P.53-66  
 Vocabulary drilling:  
 • Topic 4 Dialogue formation  
 Scenario:  
 Learn the role a secretary plays when the person in charge is on travel.
- Week 9      Topic 5: Demonstrating a New Product  
 Warming up: Subject and vocabulary  
 Reading: Yeh. P.119-133  
 • Topic 5 Dialogue.  
 Vocabulary drilling:  
 • Topic 5 Dialogue formation  
 Scenario:  
 Product intro: Styles and functions& Size and colors
- Week 10     Topic 5: Demonstrating a New Product  
 Reading: Topic 5 Dialogue. Yeh. P.119-133  
 Vocabulary drilling:  
 • Topic 5 Dialogue formation  
 Scenario:  
 • Market price  
 Assignment 2& presentation:  
 new product proposal
- Week 11     Topic 6: Attending an Exhibition  
 Warming up: Subject and vocabulary  
 Reading: Yeh. P.135-150  
 • Topic 6 Dialogue  
 Vocabulary drilling:  
 • Topic 6 vocabulary formation  
 Scenario:  
 • An exhibition's theme and its products  
 The companies participating in the exhibition and their booths



- Week 12    Topic 6: Attending an Exhibition  
Reading: Yeh. P.135-150
- Topic 6 Dialogue
- Vocabulary drilling:
- Topic 6 Dialogue formation
- Scenario:  
Exhibition's opening times and purpose.
- Final Exam:  
Final Exam
- Topic 4, Topic 5 and Topic 6
- Final presentation.

### **Course Materials**

#### ***Readings***

Yeh, The-Ming. Far East Business Chinese I. Taiwan; the Far East Book Co, LTD