



## CIEE in Shanghai, China

<b>Course name:</b>	Business Chinese
<b>Course number:</b>	CHIN 3011 SACS
<b>Programs offering course:</b>	Shanghai Accelerated Chinese Language, Shanghai Business, Language and Culture, Shanghai China in a Global Context
<b>Language of instruction:</b>	Chinese
<b>U.S. Semester Credits:</b>	3 semester/4.5 quarter hours
<b>Contact Hours:</b>	45
<b>Term:</b>	Spring 2019

### Course Description

This course focuses on increasing students' knowledge of modern Chinese business including its business environment, traditions, and culture; improving students' ability of reading business related articles, and teaching students how to use Chinese to express their opinions on business topics through speaking and writing.

### Learning Objectives

Through the course, students will become familiar with modern business-related Chinese materials, improve their usage of Chinese in the actual work place, and enhance their ability of reading business writings and communicating with business vocabulary and terminology.

### Course Prerequisites

Students are required to have approximately four semesters of college-level Chinese language study, or with the consent of the instructor.

### Methods of Instruction

Students will improve their ability of listening, speaking, reading Chinese through learning cases of multinationals companies in China. In this course, professor will focus on the issue of multinational companies' localization, and also ask students collect information, analyze specific cases, make oral presentation in accordance with this issue.

### Assessment and Final Grade

1.	Participation:	20%
2.	Homework:	10%
3.	Quizzes:	30%
4.	Mid-term Exam:	20%
5.	Final Exam:	20%

### Course Requirements

#### **Attendance and Class Participation**

Your attendance and active participation in each class session is essential for a successful language course. It is important that you come to class well-prepared. Attendance is worth 10% and participation is worth another 10% of your final grade. Participation means both physical attendance



and active engagement in class. Your final grade will be reduced 1% per day of unexcused absences in language classes, or 0.5% per class, up to 10%. You are allowed one day of unexcused absences without affecting your attendance grade. Absences may be excused in the event of a medical necessity or family emergency. In such cases, you may request an Excused Absence Form from the CIEE office. First submit the form to the head language instructor for her or his approval and signature, prior to submitting the completed form, together with a note from the attending physician or other supporting documentation, for approval from the Language Director. Absence for 3 weeks of Chinese classes or more may result in failure of the course.

### **Homework**

Homework is assigned on a daily base, and it is important that you hand in your homework on time. Late homework will be marked down 1 point (out of 10) on each assignment grade, and missing homework will bring down the final course grade 0.5% per assignment up to 20%.

### **Quizzes**

Quizzes are given nearly every Unit, and typically take the form of dictations, in which you are asked to write Chinese characters, Pinyin, and/or English for words or sentences. No make-up quizzes are allowed.

### **Exams**

There will be a mid-term and a final exam. The exam will be an oral or a written section. The midterm exam is scheduled on April 10 (Friday). The final exam is scheduled on June 10 (Wednesday).

### **Weekly Schedule**

<b>Week 1</b>	<b>Topic of Class</b> Read and discuss text of Unit1: KFC’s Sinofication
<b>Week 2</b>	<b>Topic of Class</b> Read and discuss text of Unit1: KFC’s Sinofication
<b>Week 3</b>	<b>Topic of Class</b> Quiz1 Read and discuss text of Unit2: IKEA’s Luxurious “Low-price Products”
<b>Week 4</b>	<b>Topic of Class</b> Read and discuss text of Unit2: IKEA’s Luxurious “Low-price Products” Fieldtrip: Visit IKEA in Shanghai (Make up class for Tomb Sweeping Day 4/3)
<b>Week 5</b>	<b>Topic of Class</b> Tomb Sweeping Day Holiday (no class) Mid-term Exam
<b>Week 6</b>	<b>Topic of Class</b> Read and discuss text of Unit3: Starbucks’ Third Place



<b>Week 7</b>	<b>Topic of Class</b> Read and discuss text of Unit3: Starbucks' Third Place Fieldtrip: Visit creative industry area "Shanghai 1933"
<b>Week 8</b>	<b>Topic of Class</b> Quiz2 Read and discuss text of Unit4: Sam's Club in Beijing
<b>Week 9</b>	<b>Topic of Class</b> Read and discuss text of Unit4: Sam's Club in Beijing
<b>Week 10</b>	<b>Topic of Class</b> Fieldtrip: Visit Sam's Club in Shanghai Quiz3 Read and discuss text of Unit5: P&G's Brand Strategy (Make up class for Dragon Boat Festival 5/29)
<b>Week 11</b>	<b>Topic of Class</b> Read and discuss text of Unit5: P&G's Brand Strategy
<b>Week 12</b>	<b>Topic of Class</b> Read and discuss text of Unit5: P&G's Brand Strategy Final exam

### **Course Materials**

#### Readings

Yuan Fangyuan. Business Chinese for Success: Real Cases from Real Companies  
Beijing: Peking University Press, 2005. 袁芳远《成功之道——中级商务汉语案例教程》.北京: 北京大学出版社, 2005.

Liang Yong, Wang Qingyu. Intermediate Business Chinese .Peking: Beijing Language and Culture University Press, 2007. 梁镛, 王庆运《中级经贸汉语》.北京: 北京语言大学出版社, 2007.  
Yang Dongsheng. China Business Culture. Peking: Beijing Language and Culture University Press, 2004. 杨东升《中国商务文化》.北京: 北京语言大学出版社, 2004.