CIEE Global Institute – Shanghai

Course name: Business Chinese
Course number: CHIN 3011 SACS
Programs offering course: Shanghai Accelerated Chinese Language, Shanghai Business, Language and Culture, Shanghai China in a Global Context
Language of instruction: Chinese
U.S. Semester Credits: 3 semester/4.5 quarter hours
Contact Hours: 45
Term: Spring 2020

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.

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 multinational 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 take the form in which you are asked to make a presentation by the topic given by the instructor about the business cases that have learned.

Weekly Schedule

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Topic of Class</th>
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<tbody>
<tr>
<td>1.1</td>
<td>Class introduction</td>
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<tr>
<td>1.2</td>
<td>Unit1: KFC’s Sinofication</td>
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<tr>
<td></td>
<td>Warm-up</td>
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<td></td>
<td>Read and discuss Part.1</td>
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<tr>
<th>Week 2</th>
<th>Topic of Class</th>
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<tbody>
<tr>
<td>2.1</td>
<td>Unit1: KFC’s Sinofication</td>
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<td>Read and discuss Part.2,3</td>
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<tr>
<th>Week 3</th>
<th>Topic of Class</th>
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<tbody>
<tr>
<td>3.1</td>
<td>Quiz1</td>
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<tr>
<td>3.2</td>
<td>Unit2: IKEA’s Luxurious “Low-price Products”</td>
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<tr>
<td></td>
<td>Warm-up</td>
</tr>
<tr>
<td></td>
<td>Read and discuss Part.1</td>
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</tbody>
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Week 4                  Topic of Class
4.1               Unit2: IKEA’s Luxurious “Low-price Products”
                    Read and discuss Part.2,3
4.2               Unit2: IKEA’s Luxurious “Low-price Products”
                    Exercises and activities

Week 5                  Topic of Class
5.1               Fieldtrip: Visit IKEA in Shanghai
5.2               Mid-term Exam

Week 6                  Topic of Class
6.1               Unit3: Starbucks’ Third Place
                    Warm-up
                    Read and discuss Part.1
6.2               Unit3: Starbucks’ Third Place
                    Read and discuss Part.2,3

Week 7                  Topic of Class
7.1               Unit3: Starbucks’ Third Place
                    Exercises and activities
7.2               Fieldtrip: Visit Starbucks Reserve Roastery in Shanghai

Week 8                  Topic of Class
8.1               Quiz2
8.2               Unit4: Sam’s Club in Beijing
                    Warm-up
                    Read and discuss Part.1

Week 9                  Topic of Class
9.1               Unit4: Sam’s Club in Beijing
                    Read and discuss Part.2,3
9.2               Unit4: Sam’s Club in Beijing
                    Exercises and activities

Week 10                 Topic of Class
10.1               Fieldtrip: Visit Hema Market in Shanghai
10.2 Quiz3

Week 11
11.1 Topic of Class
Unit5: P&G’s Brand Strategy
Warm-up
Read and discuss Part.1

11.2 Unit5: P&G’s Brand Strategy
Read and discuss Part.2,3

Week 12
12.1 Topic of Class
Unit5: P&G’s Brand Strategy
Exercises and activities

12.2 Final exam

Course Materials

Readings
