



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

Week 1	Topic of Class
1.1	Class introduction
1.2	Unit1: KFC's Sinofication Warm-up Read and discuss Part.1
Week 2	Topic of Class
2.1	Unit1: KFC's Sinofication Read and discuss Part.2,3
2.2	Unit1: KFC's Sinofication Exercises and activities
Week 3	Topic of Class
3.1	Quiz1
3.2	Unit2: IKEA's Luxurious "Low-price Products" Warm-up Read and discuss Part.1



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	Topic of Class
11.1	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	Topic of Class
12.1	Unit5: P&G's Brand Strategy Exercises and activities
12.2	Final exam

Course Materials

Readings

- 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.