



International Business in China Program

CHIN320 *Business Chinese I*

Course Description

Students who have completed three or more semesters, or approximately two years, of Chinese may enroll in CHIN320 *Business Chinese I*. In this Chinese language course focused on business-oriented subjects students develop specialized skills in business-related communication in Chinese in both oral and written forms.

This course enhances students' language skills in a business context and promotes their understanding of the business environment and culture in contemporary China. Course materials were developed from real business cases from multinational companies that have successfully entered the Chinese market and their emerging Chinese competitors. Class is conducted primarily in Chinese and includes a variety of formats such as lectures, drills on vocabulary and sentence patterns, and group discussions. In addition to the course textbook, students will learn to read business news in Chinese from selected sources including the *Wall Street Journal*.

Objectives

By the end of the semester, students are expected to (a) enhance their cultural awareness of contemporary China and the Chinese business world; (b) gain vocabulary and fluency in Chinese to function more confidently and comfortably in real business settings; (c) access business news and information in Chinese.

Course Schedule

Session 01**KFC's Sinification**Readings:

Business Chinese for Success Lesson 1 P3-P22

Session 02**Starbucks' Third Place**Readings:

Business Chinese for Success Lesson 2 P23-P41

Session 03**In Class Writing(1)**

Session 04**Chapter Test (1)**

Session 05**News Reading(1)**

Session 06	Market research Report
Session 07 <u>Readings:</u> <i>Business Chinese for Success Lesson 3</i>	IKEA's Luxurious "Low-price Products" <i>P42-P60</i>
Session 08 <u>Readings:</u> <i>Business Chinese for Success Lesson 4</i>	Sam's Club in Beijing <i>P61-P78</i>
Session 09	In Class Writing(2)
Session 10	Chapter Test (2)
Session 11	News Reading(2)
Session 12	Movie
Session 13 <u>Readings:</u> <i>Business Chinese for Success Lesson 5</i>	P&G's Brand Strategy <i>P79-P99</i>
Session 14 <u>Readings:</u> <i>Business Chinese for Success Lesson 6</i>	Kodak's Way in China <i>P100-P117</i>
Session 15	In Class Writing(3)
Session 16	Chapter Test (3)
Session 17	News Reading (3)
Session 18	Fast Reading
Session 19	Editing Final Report
Session 20	Final Report

Course Materials

Yuan, Fangyuan. *Business Chinese for Success: Real Cases from Real Companies* 成功之道, Peking University Press, 2005.

Evaluation

Attendance	10%
Preparation & Class Performance	10%
Vocabulary quiz	15%
Homework	15%
Essays and In-class Writing	10%
Chapter exam	20%
Final project (report and oral presentation)	20%

Assessment Criteria

Attendance

Regular attendance is mandatory and strictly monitored. Student will be deduced 1 point from their final grade of each unexplained and undocumented absence beyond the first three. If you miss a class, it is your own responsibility to find out what material was covered during your absence. Please be punctual. Attending class 5 minutes after the beginning of class will be regarded as being late. Three tardies will be regarded as one unexplained absence.

Preparation & Participation

Preview, answering questions and participation in discussion are essential for a successful learning.

Homework

Homework and short essays will be due on the due date as indicated on the weekly schedule and will be graded on a 10-point scale. Late, incomplete or substandard assignments will automatically have 2 points or more deducted.

Quizzes and Exams

Vocabulary quizzes will be given at the beginning of each unit. Written exams will be given at the end of each two-unit circle. There will be one final project at the end of the semester. No make-up quizzes or exams will be allowed unless you have the instructor's approval in advance.

Class Rules

Please do not do any homework or use cell phone during classes. Try to maximize your opportunity to speak Chinese in the class and outside the class.

Grading Policies

Alliance programs utilize the follow standard grading policy well accepted by most US institutions.

Excellent	A	93-100%	Good	B+	87-89%	Acceptable	C+	77-79%
	A-	90-92%		B	83-86%		C	73-76%
				B-	80-82%		C-	70-72%
						Unsatisfactory	D+	67-69%
							D	63-66%
							D-	60-62%
						Failing	F	<60%

Course Policies

Exams and Assignments

Students are required to take all regularly scheduled exams in courses for which they are registered and submit all assignments on time. Any compelling academic, personal, or medical reason that might justify a rescheduled exam or assignment must be raised with the Resident Director, not program faculty. Failure to take scheduled exams or submit the requisite assignments will adversely affect your grade.

Classroom Conduct

Student punctuality is extremely important in China and India. Please do not be late for classes or other activities, as it is considered impolite to do so. It is improper to eat in class, to engage in other activities such as texting, or to slump or nap. Students are expected to be alert and engaged as a sign of respect for their professors.

Attendance

Class attendance is mandatory. It is essential that the students participate fully in the coursework and all required academic activities. Authorized absences may only be approved by the Resident Director, and students are expected to make up any missed work. Unauthorized absences will adversely affect a student's grades.

Sample Business Chinese Course Schedule

Week 1					
1/26--1/30	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第一课: 《肯德基的中国化》 课前热身(公司历史文化) & 词汇 Warm-up & New words	第一课: 《肯德基的中国化》 生词&课文 New words & Text		第一课: 《肯德基的中国化》 生词&课文 New words & Text	第一课: 《肯德基的中国化》 生词&课文 New words & Text

Week 2					
2/2--2/6	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第一课: 《肯德基的中国化》 话题讨论 Topic discussion	第二课: 《星巴克的"第三空间"》 课前热身(公司历史文化) & 词汇 Warm-up & New words		第二课: 《星巴克的"第三空间"》 生词&课文 New words & Text	第二课: 《星巴克的"第三空间"》 生词&课文 New words & Text

Week 3					
2/9--2/13	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第二课: 《星巴克的"第三空间"》 生词&课文 New words & Text	第二课: 《星巴克的"第三空间"》 话题讨论 Topic discussion		课堂写作 (1) In class writing (1)	单元考试 (1) Chapter Test (1)

Week 4					
2/16--2/20	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	新闻阅读 (1) News reading (1)	新闻阅读 (1) News reading (1)	Spring Festival Holiday		

Week 5					
2/23--2/27	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	Independent Travel				

Week 6					
3/2--3/6	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	市场调查报告 Market research Report	第三课: 《宜家的奢侈"低价品"》 课前热身(公司历史文化) & 词汇 Warm-up & New words		第三课: 《宜家的奢侈"低价品"》 生词&课文 New words & Text	第三课: 《宜家的奢侈"低价品"》 生词&课文 New words & Text

Week 7					
3/9--3/13	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第三课: 《宜家的奢侈"低价品"》 生词&课文 New words & Text	第三课: 《宜家的奢侈"低价品"》 话题讨论 Topic discussion		第四课: 《北京的山姆会员店》 课前热身(公司历史文化) & 词汇 Warm-up & New words	第四课: 《北京的山姆会员店》 生词&课文 New words & Text

Week 8					
3/16—3/20	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第四课: 《北京的山姆会员店》 生词&课文 New words & Text	第四课: 《北京的山姆会员店》 生词&课文 New words & Text		第四课: 《北京的山姆会员店》 话题讨论 Topic discussion	课堂写作 (2) In class writing (2)

Week 9					
3/23—3/27	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	单元考试 (2) Chapter Test (2)	新闻阅读 (2) News reading (2)		新闻阅读 (2) News reading (2)	电影欣赏 Movie

Week 10					
3/30—4/3	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	Field Study Trip				

Week 11					
4/6—4/10	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	Qing Ming Day-off	第五课: 《宝洁的品牌策略》 课前热身(公司历史文化) &词汇 Warm-up & New words		第五课: 《宝洁的品牌策略》 生词&课文 New words & Text	第五课: 《宝洁的品牌策略》 生词&课文 New words & Text

Week 12					
4/13—4/17	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第五课: 《宝洁的品牌策略》 生词&课文 New words & Text	第五课: 《宝洁的品牌策略》 话题讨论 Topic discussion		第六课: 《柯达的中国之路》 课前热身(公司历史文化) & 词汇 Warm-up & New words	第六课: 《柯达的中国之路》 生词&课文 New words & Text

Week 13					
4/20—4/24	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第六课: 《柯达的中国之路》 生词&课文 New words & Text	第六课: 《柯达的中国之路》 生词&课文 New words & Text		第六课: 《柯达的中国之路》 话题讨论 Topic discussion	课堂写作 (3) In class writing (3)

Week 14					
4/27—5/1	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	单元考试 (3) Chapter Test (3)	新闻阅读 (3) News reading (3)		新闻阅读 (3) News reading (3)	Labor Day Holiday

Week 15					
5/4—5/8	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	第七课: 《中国名牌, 美国制造》 Fast Reading	第七课: 《中国名牌, 美国制造》 Fast Reading		第七课: 《中国名牌, 美国制造》 Fast Reading	Exit Exam

Week 16					
5/11—5/15	Monday	Tuesday	Wednesday	Thursday	Friday
11:10--12:00am.	Editing Final Report	Final Report		Final Report	Ending Class