

CET Syllabus of Record



Program: Intensive Chinese Language in Beijing

Course Title: Intermediate Business Chinese

Course Code: BJ/LANG 340

Total Hours: 56

Recommended Credits: 3

Primary Discipline: Chinese Language

Language of Instruction: Chinese

Prerequisites/Requirements: Open to students in BJ/LANG 300 (2 previous years of study)

Description

This course targets non-native speakers with approximately two years previous training in Mandarin. Students must have tested into BJ/LANG 300 during a fall or spring term.

This course introduces students to the vocabulary, phrases and protocols necessary for conducting business both in and pertaining to China. The course is divided into three main sections:

Part one, *Applied Business Chinese*, focuses on “recruiting and hiring”, “job searching”, “creating a Chinese resume” and “how to interview in Chinese”.

Part two, *Discussing China’s Business Issues*, includes sections such as “the appreciation of the renminbi”, “China’s housing bubble” and “the economics of China’s Golden weeks”.

Part three, *Analysis of case studies*, includes sections such as “Kentucky Fried Chicken (KFC)”, “Sam’s Club”, “IKEA”, “P&G China product strategy” and “Starbucks”.

Objectives

During this course, students:

- Learn how to communicate appropriately in formal Chinese in actual business interactions
- Learn appropriate protocol for conducting business transactions in China
- Learn to read business-related articles and documents in Chinese

Course Requirements

Classes are highly interactive and student-centered. Students are expected to come to class having thoroughly prepared the new vocabulary, grammar patterns and lesson text, and having reviewed any previous material. Active participation is required. A typical class follows these procedures:

- Students read the text aloud. The instructor immediately resolves any problems with character recognition, pronunciation and grammar.
- The instructor points out important vocabulary words and sentence structures, and provides students with scenarios in which to apply the new vocabulary and sentence structures.

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- Students complete selected exercises from their textbook, dialogues, or materials prepared by the instructor. These materials serve as reinforcement of course content.
- Class activities for practice and reinforcement are arranged based on the content of each lesson.

The course includes daily homework, and comprehensive written and oral midterm and final exams. Homework assignments include students preparing their own resumes and business cards, and planning a business trip itinerary.

Methods of Evaluation

The final grade is determined as follows:

General classroom performance	25%
Attendance	10%
Participation	5%
Daily linguistic performance	10%
Homework	20%
Midterm examination	25%
Final examination	30%

Primary Texts

Willing in China, Beijing Language and Culture University Press.

Business Chinese for Success: Real Cases from Companies, Peking University Press.

Additional materials, created by CET faculty.

Supplementary Texts

Selections of related documents, such as resumes, business cards, business trip itineraries, invitations, etc., as well as 4 to 5 articles about the current year's economic topics and trends. Articles are selected from sources such as the *Global Times*, *NetEase*, and other paper and web news sources.

Pace and Textbook Lessons Covered

Students complete all 10 units in *Business Chinese for Success: Real Cases from Companies*. They also complete all of the above-listed supplementary materials.