

# CET Syllabus of Record



**Program:** Intensive Chinese Language in Beijing

**Course Title:** Advanced Business Chinese

**Course Code:** BJ/LANG 440

**Total Hours:** 56

**Recommended Credits:** 3

**Primary Discipline:** Chinese Language

**Language of Instruction:** Chinese

**Prerequisites/Requirements:** Open to students in BJ/LANG 400 (3 previous years of study)

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## Description

This course targets non-native speakers with approximately two and a half to three years previous training in Mandarin. Students must have tested into BJ/LANG 400 during a fall or spring term.

The course emphasizes a foundation in Chinese macroeconomics, including the reform of China's economic system and the development of finance in China. The instructional approach is two-pronged: on one hand, the course emphasizes the mastery of business-related vocabulary; on the other, the course stresses understanding and retention of content. This approach lays the foundation for training students to discuss macroeconomics in Chinese.

The course is divided into the following three areas:

- Economic reforms, including the reform of China's economic system, the development of privatized industry, the distinguishing features of the Chinese economy, and the current state of foreign-invested enterprises.
- Development of the financial industry in China. More specifically, this part covers the expansion of banking, the significance of fluctuating interest and exchange rates, the development of the Chinese stock market, and Chinese financial and trade centers.
- Marketing, including its development in China and present state. Topics covered include an introduction to market research in China, changing policies toward marketing, Chinese brand name recognition and the competitive ability of Chinese products in the global market.

## Objectives

By the end of this course, students:

- Understand how to communicate in formal Chinese in actual business interactions
- Are able to read business-related articles and documents in Chinese
- Understand the distinguishing features and current state of China's development

## Course Requirements

Classes are highly interactive and student-centered. Students are expected to come to class having

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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 skim an article for general content. The instructor uses a question and answer format to bring out the main points of the article.
- The instructor points out important vocabulary words and sentence structures and provides scenarios in which to apply the new vocabulary and sentence structures.
- Students complete selected exercises from their textbook, dialogues, or materials prepared by the instructor. These materials serve as reinforcement of course content.
- Students discuss article content and related topics, reinforcing their new vocabulary and demonstrating full understanding of themes and ideas.

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

*Business Chinese for Success: Real Cases from Companies*, Peking University Press.  
*Open for Business*, Volume 1, Cheng & Tsui.

### 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* and 4 units in *Open for Business*, Volume 1. They also complete all of the above-listed supplementary materials.