



## **International Business in China**

### **CHIN 322: *Business Chinese II***

#### **Course Overview**

This course is designed for learners with at least two years of formal training or equivalent of formal training in Chinese language. The course focuses on enhancing students' listening and speaking proficiency; helping them acquire essential Chinese business vocabulary; and preparing them to engage professionally in Chinese business settings. In addition, the course aims to increase students' proficiency in formal correspondence and communications; and navigating business documents and materials. Students will also have the opportunity to connect course readings and supplementary resources to case studies, research, and field work.

#### **Course Structure**

Classes meet 4 hours per week. Sessions are divided into learning units that cover a separate topic each week. Each topic is structured to engage students in integrating their language skills into business related applications and settings.

Organized in-class activities include learning vocabulary and sentence patterns, discussing texts, giving presentations, and completing group projects or problem-solving tasks. Unit focused drills and task-completion activities are included to scaffold learning, and increase students' proficiency in listening, reading, speaking, and writing.

In addition, the course incorporates a language practicum that takes learning out of the classroom to expose students to real world business contexts. Through activities such as social investigation, market research, and company visit, students gain valuable insight into the Chinese economic and market conditions while enhancing their ability to apply knowledge and skills acquired to real business settings.

#### **Textbook**

*Chinese for Managers*, by Zhang Xiaohui and Zhang Hong.

*Business Chinese for Success – Real Cases from Real Companies*, by Fangyuan Yuan.

#### **Class Hours**

1. Monday, Tuesday, Thursday and Friday: 11:10 a.m. – 12:00 p.m.
2. Language practicums: Dates to determined

## Evaluation

Participation	10%
Oral Presentations	10%
Writing Assignments	10%
Quizzes	10%
Tests	20%
Mid-Term Exam	20%
Final Exam	20%

## Grading Policies

A+	97-100%	
A	93-96%	
A-	90-92%	Excellent performance
B+	87-89%	
B	83-86%	
B-	80-82%	Good performance
C+	77-79%	
C	73-76%	
C-	70-72%	Acceptable performance
D+	67-69%	
D	63-66%	
D-	60-62%	Unsatisfactory performance
F	Below 60%	Failure of the course

## Class Schedule

SESSION	LESSON	CONTENT
Session 01	<ul style="list-style-type: none"><li>• <i>Chinese for Managers</i></li><li>• Unit 1</li></ul>	Applying for and accepting a job offer
Session 02	<ul style="list-style-type: none"><li>• <i>Chinese for Managers</i></li><li>• Unit 2</li><li>• Test 2</li></ul>	Employment and training

Session 03	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 3</li> </ul>	Business communications
Session 04	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 3</li> </ul>	The office environment
Session 05	<ul style="list-style-type: none"> <li>• Group Travel</li> </ul>	Dates and destination to be determined
Session 06	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 5</li> </ul>	International exhibitions, trade fairs, and symposiums
Session 07	<ul style="list-style-type: none"> <li>• <b>Review + Mid-Term Exam</b></li> </ul>	
Session 08	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 6</li> </ul>	Conferences and site visits
Session 09	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 7</li> </ul>	Types of companies
Session 10	<ul style="list-style-type: none"> <li>• Independent Travel</li> </ul>	Dates to be determined
Session 11	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 8</li> </ul>	Organizational structure of a company
Session 12	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 9</li> <li>• <b>Test 2</b></li> </ul>	Price inquiry and negotiations
Session 13	<ul style="list-style-type: none"> <li>• <i>Chinese for Managers</i></li> <li>• Unit 10</li> </ul>	Delivery of goods and receipt of payment for goods delivered
Session 14	<ul style="list-style-type: none"> <li>• <i>Business Chinese for Success</i></li> </ul>	KFC's Sinofication
Session 15	<ul style="list-style-type: none"> <li>• <i>Business Chinese for Success</i></li> </ul>	A Chinese Brand, made in America
Session 16	<ul style="list-style-type: none"> <li>• <b>Review + Final Exam</b></li> </ul>	