

## **BUSINESS CHINESE I**

International Business in China

**US Semester Credit Hours:** 3

**IFSA Course Code:** CHIN320

**Delivery Method:** Face to face

**Course Length:** Semester

**Language of Instruction:** Chinese

### **COURSE DESCRIPTION**

This 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.

### **LEARNING OBJECTIVES**

By the end of the semester, students are expected to

- enhance their cultural awareness of contemporary China and the Chinese business world;
- gain vocabulary and fluency in Chinese to function more confidently and comfortably in real business settings;
- access business news and information in Chinese
- become familiar with resources available for further research on the course topic
- make cognitive connections between learning in this course and other learning experiences in Shanghai

### **COURSE SCHEDULE**

#### **Preparation & Participation**

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

#### **Homework**

## COURSE SYLLABUS

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

### Class Schedule

\*Class schedule is subject to change.

#### **Session 01 KFC's Sinification**

Readings:

*Business Chinese for Success Lesson 1 P3-P22*

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#### **Session 02 Starbucks' Third Place**

Readings:

*Business Chinese for Success Lesson 2 P23-P41*

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

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#### **Session 04 Chapter Test (1)**

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#### **Session 05 News Reading(1)**

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#### **Session 06 Market research Report**

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#### **Session 07 IKEA's Luxurious "Low-price Products"**

Readings:

*Business Chinese for Success Lesson 3 P42-P60*

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#### **Session 08 Sam's Club in Beijing**

Readings:

*Business Chinese for Success Lesson 4 P61-P78*

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#### **Session 09 In Class Writing(2)**

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#### **Session 10 Chapter Test (2)**

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#### **Session 11 News Reading(2)**

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## COURSE SYLLABUS

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**Session 12**     **Movie**

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**Session 13**     **P&G's Brand Strategy**

Readings:

*Business Chinese for Success Lesson 5*    P79-P99

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**Session 14**     **Kodak's Way in China**

Readings:

*Business Chinese for Success Lesson 6*    P100-P117

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**Session 15**     **In Class Writing(3)**

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**Session 16**     **Chapter Test (3)**

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**Session 17**     **News Reading (3)**

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**Session 18**     **Fast Reading**

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**Session 19**     **Editing Final Report**

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**Session 20**     **Final Report**

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### EVALUATION METHODS

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%

### **Grading Policies**

IFSA Shanghai programs utilize the following standard grading policy 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 SYLLABUS**

### **REQUIRED TEXTS**

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

### **TIMELY SUBMISSIONS**

Assignments submitted after the deadline will be accepted at the discretion of the course instructor and generally only in the event of a documented illness or emergency.

### **ACADEMIC INTEGRITY**

Any academic endeavor must be based upon a foundation of honesty and integrity. Students are expected to abide by principles of academic integrity and must be willing to bear individual responsibility for their work while studying abroad. Any academic work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work. Any act of academic misconduct, such as cheating, fabrication, forgery, plagiarism, or facilitating academic dishonesty, will subject a student to disciplinary action.

IFSA takes academic integrity very seriously. Students must not accept outside assistance without permission from the instructor. Additionally, students must document all sources according to the instructions of the professor. Should your instructor suspect you of plagiarism, cheating, or other forms of academic dishonesty, you may receive a failing grade for the course and disciplinary action may result. The incident will be reported to the IFSA resident director as well as your home institution.

### **ADDITIONAL NOTES**

#### **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.

## COURSE SYLLABUS

### ***Attendance***

Everyone benefits by learning from each other; if students are not present, it affects everyone and negatively impacts the program. Attendance is required for all classes and mandatory field visits; attendance will be recorded. Students must notify their instructors and the Resident Director ahead of their absence from class or class-related activities. Class participation is expected and is a contributing factor to students' final course grades. Students' grades will be reduced for excessive absences.