

HURON UNIVERSITY COLLEGE
DEPARTMENT OF FRENCH AND ASIAN STUDIES
CHN 3340A: Business Chinese 1
September 2018

Classes: Tuesday & Thursday 1:30 pm – 3:30 pm in HC Classroom W17

Instructor: Dr. Clare Gordon (傅守超)
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Office Hours: Monday, Tuesday & Thursday 11:30 am – 12:30 pm, or by appointment.

Description and Class Methods:

This course is designed to develop knowledge and skills specific to business communication in Chinese. Business etiquette and protocol will be discussed. Competence in business translation and interpretation will be fostered through the study of business terminology and correspondence.

The course is intended for students whose Chinese has reached an advanced level and who want to employ the language in business. Content is presented and discussed entirely in Chinese, with limited English and *Pinyin* Romanization. Exercises simulating real business situations will be used often to enhance theoretical and practical understanding.

Antirequisite(s): The former Chinese 240a/b.

Prerequisite(s):

Successful completion of third-year university-level modern standard Chinese (Mandarin/Putonghua; 繁体字或者简化字), or equivalent, or permission of the Department.

Objectives:

This course aims at helping students to develop both linguistic skills and cultural knowledge in business Chinese. It focuses on developing the competencies required in a successful business relationship. During completion of this course, a student will:

- 1) Acquire an enriched Chinese business vocabulary;
- 2) Expand the skills to carry on discussions of business issues in standard Chinese;
- 3) Develop confidence in effective use of modern standard Chinese in the sphere of business;
- 4) Gain familiarity with different styles of language in various business activities;
- 5) Acquire knowledge of the methods and styles of business communication and translation.

Recommended Resources:

Chen, Qinghai, et al., *The Routledge Course in Business Chinese* 《求实商务汉语》. London and New York: Routledge, 2013.

Yang, Dongsheng, 杨东升 主编, *BCT Shangwu Hanyu Xiezu Jiaocheng* 《BCT 商务汉语写作教程》, Beijing: Beijing Language and Culture University Press. 北京语言大学出版社, 2009.

Additional required listening and reading materials will be made available to students in class.

Evaluation:

1. Preparation and Participation **12% (Every Class except Week 1)**

This entails class attendance and satisfactory completion within specified time periods of all required in-class work plus the reading and writing exercises as assigned by the instructor. Class participants are advised to form groups, of two students each, and to work on all the assignments together. Prior to the due date of each assignment, advise the instructor if you are having problems completing any exercise on time. If you miss a class due to a minor illness or other problems, it is your responsibility to cover any readings to keep up with the class.

2. In-class Quizzes **48% (6 x 8%)**

These very brief quizzes will be conducted at any time during class, on either Tuesday or Thursday, to test skills in one or more of dictation, multiple-choice, or reading comprehension, related to the lesson materials covered in the previous week. Make-up quizzes can be arranged for documented medical and emergency reasons only.

3. Group Report **10% (Due on the last day of classes)**

Each group will prepare a brief written outline for a ten-minute oral report about a subject selected by the instructor as outlined on the course OWL. The group oral presentations will be given in front of the class and the final version of the presentation ppt slides must be submitted on OWL by 4:00pm. Submissions received after 4:00pm of the presentation day will be marked one day late. A late penalty of 10% will be applied for each calendar day. Submissions more than five days late will not be accepted.

4. Final Examination **30%**

Students will register for and take the official **BCT** (Business Chinese Test) and have the score they attain on the BCT test used to compute their Final-Exam mark for this course.

Unless changed, the BCT will be administered at **Huron University College** on **Saturday, November 3, 2018**. For further details and updates, please contact Huron's Chinese Program from September 2018, or check for announcements in local Chinese media and at the Chinese Program's web site .../Chinese, Japanese, and East Asia Studies /Proficiency and Placement/ Language Proficiency Tests at

<http://www.huronuc.on.ca/Academics/FacultyofArtsandSocialScience/ChineseJapaneseEastAsia>

Chinese 3340A: Business Chinese I

Schedules for Classes and Assignments

Sep.-Dec. 2018

Dr. C. Gordon

	CLASSES	ASSIGNMENTS
WEEK 1 Sep. 6	Course Introduction Preparatory Lesson	Prerequisite Check Business Chinese warm-up
WEEK 2 Sep. 11&13	自我介绍 Resumes	R&W Exercise 1
WEEK 3 Sep. 18&20	通知和启事 Announcements	Quiz 1
WEEK 4 Sept. 25&27	股票市场 Stock Market	R&W Exercise 2
WEEK 5 Oct. 2&4	外汇市场与汇率 Foreign Exchange	Quiz 2 Oct. 4 th : BCT 商务汉语考试 Registration Deadline
<i>Oct. 9&11</i>	<i>No Classes</i>	<i>Fall Reading Week</i>
WEEK 6 Oct. 16&18	市场营销 Marketing	Quiz 3
WEEK 7 Oct. 23&25	致歉信 Letter of Apology	R&W Exercise 3
WEEK 8 Oct. 30&Nov.1	国际贸易 International Trade	Quiz 4
WEEK 9 Nov. 6&8	商品广告 Commercials	Saturday, Nov. 3 rd BCT商务汉语考试
WEEK 10 Nov.13&15	经济图表分析 Describing Graphic Information	Quiz 5
WEEK 11 Nov. 20&22	索赔和理赔 Claims and Compensation	R&W Exercise 4
WEEK 12 Nov. 27&29	询盘和发盘 Making Inquiries	Quiz 6
WEEK 13 Dec. 4&6	接受和成交 Accepting Offers	Group Report

The Appendix to Course Outlines is posted on the OWL course site.