

# CHIN3510: Chinese Business Language

## Syllabus Spring 2012

**Prerequisite:** CHIN 2020 or the equivalent

**Instructor:** FenAnn K Shen

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**Text book:** **A Practical Business Chinese Reader (simplified characters);** Revised Edition (by Daoxiong Guan; Beijing Language and Culture University Press; ISBN: 7561907273)  
基础实用商务汉语（修订版），关道雄 编著，北京大学出版社

**Class meets:** Tu, Th 1:30-2:45pm at Old Main 119

**Office hours:** by appointment

### **Class website**

Updated syllabus and other course material, including audio of dialogue and reading passages that you can listen and practice along with, are available at website <http://bb.usu.edu/>

### **Course description**

CHIN 3510 is an intermediate, 3-credit business language course taught in Chinese. The level of this course is designed for those who have completed CHIN 2020 or the equivalent. The scope of this course is to help students to develop their communication skills in speaking, listening, reading, and writing to conduct business in a Chinese language environment (mainly including China, Taiwan, Hong Kong, and Singapore), or for students who desire to improve their Chinese language proficiency. The emphasis is placed on the usage of business terms in modern Chinese and on language proficiency in a business context as well as on business related social-cultural awareness. By following the progress of an American business delegation in China, our class will cover all sixteen lessons in the textbook to introduce some typical business activities and business related social events in the Chinese business world.

### **Course format**

We will cover each of the sixteen lessons in the textbook with sections of dialogues in realistic business contexts, reading a short essay of cultural background, familiar with vocabulary, sentence patterns, exercises and activity. The contents in the second half of the textbook is slightly more difficult than those of the first half of the textbook, so we will spend more time on the 2<sup>nd</sup> part of the textbook. For all the exercises and activities, students are expected to take an active role in discussions, interaction and communication among students and between the students and the instructor. Students are also expected to do the assigned homework associated with each lesson in the textbook and actively participate in the discussion about the assigned readings in the class period. There will be a quiz after we finish one or two chapters and homework assignments. Quizzes will be on the material discussed and practiced in the chapter. Homework assignments will be exercises and activity related to the topic of each week. Each homework assignment, posted on the website, is due at the beginning of the class on the due date. One point will be deducted for turning assignment in for each late day until the next homework due. The final grade will be composed of attendance (10%), quizzes (20%), homework (20%), one mid-term exam (25%: oral 30%, written 70%), and a comprehensive final exam (25%: oral

30%, written 70%). Mid-term and final examines composed of both oral and written tests. The oral tests will be based on a situation of your choice from the textbook, which you and your partner will create a dialogue about and act it out. The written tests will be on the material that we discussed and practiced comprehensively.

### Quiz and exam rules

There is **no make-up quiz** if you miss any of them. However, to accommodate some unpredicted events in life, two quizzes of the lowest scores will be dropped among the total number of quizzes. If any emergency prevents you from taking the mid-term and the final exams at the scheduled time, a makeup test could be arranged **only if an official document is presented within two days.**

### CHIN 3510 Course Plan

Week	HomeWork Due	Date	Topic
1		01/10/11	Introduction, <i>Chapter 1: Arrival in China</i> , Dialogue
		01/12/11	Reading Passage, Discussion and Exercise 到达中国
2	HW 1 Due	01/17/11	<i>Chapter 2: At the Hotel</i> , Dialogue;
			Reading Passage, Discussion and Exercise 在旅馆
		01/19/11	<i>Chapter 3: Formal Meeting</i> , Dialogue; quiz Chapter 1, 2
			Reading Passage, Discussion and Exercise 正式见面
3	HW 2 Due	01/24/11	<i>Chapter 4: Itinerary Arrangements</i> , Dialogue;
			Reading Passage, Discussion and Exercise 日程安排
		01/26/11	<i>Chapter 5: Attending a Banquet</i> , Dialogue; quiz Chapter 3, 4
			Reading Passage, Discussion and Exercise 出席宴会
4	HW 3 Due	01/31/11	<i>Chapter 6: Preliminary Negotiations</i> , Dialogue;
		02/02/11	Reading Passage, Discussion and Exercise 初步洽谈
5	HW 4 Due	02/07/11	<i>Chapter 7: Visiting a Factory</i> , Dialogue; quiz Chapter 5, 6
		02/09/11	Reading Passage, Discussion and Exercise 参观工厂
6	HW 5 Due	02/14/11	<i>Chapter 8: Price Negotiations</i> , Dialogue;
		02/16/11	Reading Passage, Discussion and Exercise 价格谈判
7		02/21/11	No class, President's day
	HW 6 Due	02/23/11	<i>Chapter 9: Cultural Similarities and Differences</i> , Dialogue; quiz Chapter 7, 8
8	HW 7 Due	02/28/11	Reading Passage, Discussion and Exercise 文化异同

	HW 8 Due	03/01/11	<i>Chapter 10: Delivery and Payment, Dialogue; quiz Chapter 9</i>
9	HW 9 Due	03/06/11	Reading Passage, Discussion and Exercise 交货和付款
	Exam	03/08/11	Midterm Exam; oral and written
		03/13/11	No Class, Spring Break
		03/15/11	No Class, Spring Break
10	HW 10 Due	03/20/11	<i>Chapter 11: Sales Agents, Dialogue; quiz Chapter 10</i>
		03/22/11	Reading Passage, Discussion and Exercise 销售代理
11	HW 11 Due	03/27/11	<i>Chapter 12: Advertising, Dialogue; quiz Chapter 11</i>
		03/29/11	Reading Passage, Discussion and Exercise 广告促销
12	HW 1 2 Due	04/03/11	<i>Chapter 13: At a Trade Fair, Dialogue; quiz Chapter 12</i>
		04/05/11	Reading Passage, Discussion and Exercise 在交易会
13	HW 13 Due	04/10/11	<i>Chapter 14: Special Economic zones, Dialogue; quiz Chapter 13</i>
		04/12/11	Reading Passage, Discussion and Exercise 经济特区
14	HW 14 Due	04/17/11	<i>Chapter 15: Signing the Contract, Dialogue; quiz Chapter 14</i>
		04/19/11	Reading Passage, Discussion and Exercise 签订合同
15	HW 1 5 Due	04/24/11	<i>Chapter 16: Farewell Dinner, Dialogue; quiz Chapter 15</i>
		04/26/11	Reading Passage, Discussion and Exercise 饯行告别
	05/03/11; HW 16 Due Exam		Comprehensive Final Exam 1:30pm-3:20pm; Oral and written