Utah State University
CHIN 3510
Chinese Business Language
Spring 2016

Instructor: Ko-Yin Sung
Office: Main 002C
Office Phone: 435-797-9182
Email address: Koyin.Sung@usu.edu
Office Hours: Mondays & Wednesdays 10:40 am -11:20 pm and by appointment

Class Time and Location:
Time: MWF, 11:30 am – 12:20 pm
Location: Old Main 301

Description
This course is designed for students who plan to conduct business in a Chinese community or for students who are interested in learning how to act in a culturally appropriate way in a Chinese community. This course emphasizes the teaching of different styles of language and their respective business functions, word collocations that demonstrate language maturity, idiomatic phrases and proverbs frequently used in business talks, and some general rules of business communication that are conventions of the Chinese business world. The topics introduced in this course reflect the new Chinese economy in the context of globalization. We learn best by doing. Therefore, this course focuses on the completion of meaningful and authentic individual and group discussions, projects and presentations.

Course Objectives
(1) Master the different levels of social formality and know exactly what to say in various business contexts.
(2) Refine Chinese language skills in applied business contexts.
(3) Increase the awareness of socio-cultural sameness and differences between USA and a Chinese community.

Text Materials

Attendance
This course does not rely on traditional mid-terms and final exams. Most of the learning takes place in class through interactive lectures, hands-on activities, discussions, and
cooperative learning. Thus, regular attendance and participation is essential and mandatory. However, you are allowed two (excused or unexcused) absences. The third and each successive absence will result in a one point deduction from the Attendance grade. Punctuality is an absolute necessity for teachers. A proportionate penalty for excessive unexcused tardiness or leaving class early may be assessed. As a courtesy to the instructor, and to avoid these penalties, please let the instructor know before class if you need to leave early.

**Evaluation**

Attendance .................................................7 points  
Classroom Participation..................................6 points  
Chinese New Year Participation ......................6 points  
Lesson Homework .........................................8 points  
Business Project 1 ......................................10 points  
Business Project 2 .......................................10 points  
Small Group Discussions ..............................8 points  
Business Negotiation Role Play ......................10 points  
Business Movie Report 1 .............................10 points  
Business Movie Report 2 .............................10 points  
Final Project ..............................................15 points

**Letter grades will be given as following:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95-100 %</td>
</tr>
<tr>
<td>A-</td>
<td>90-94 %</td>
</tr>
<tr>
<td>B+</td>
<td>87-89 %</td>
</tr>
<tr>
<td>B</td>
<td>84-86 %</td>
</tr>
<tr>
<td>B-</td>
<td>80-83 %</td>
</tr>
<tr>
<td>C+</td>
<td>77-79 %</td>
</tr>
<tr>
<td>C</td>
<td>74-76 %</td>
</tr>
<tr>
<td>C-</td>
<td>70-73 %</td>
</tr>
<tr>
<td>D+</td>
<td>67-69 %</td>
</tr>
<tr>
<td>D</td>
<td>64-66 %</td>
</tr>
<tr>
<td>D-</td>
<td>60-63 %</td>
</tr>
<tr>
<td>F</td>
<td>below 60%</td>
</tr>
</tbody>
</table>

**Semester Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 11</td>
<td><strong>Introduction</strong></td>
</tr>
</tbody>
</table>
| January 13, 15, 20| 第一課：市場調查  
Lesson 1: Conducting a Market Survey                                  |
| January 22, 25, 27| 第二課：人力資源  
Lesson 2: Recruiting Talent (Human Resources)                          |
| January 29, February 1, 3 | 第三課：尋找合作夥伴  
Lesson 3: Seeking a Business Partner                                   |
| February 5, 8, 10 | 第四課：廣告策劃  
Lesson 4: Creating an Advertising and Promotion Plan                    |
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity Description</th>
</tr>
</thead>
</table>
| February 12, 17, 19 | 商務報告一  
Business Project 1 Presentations |
| February 22, 24, 26 | 商務電影一  
Business Movie 1 |
| February 29, March 2, 4 | 第五課: 投資房地產  
Lesson 5: Investing in Real Estate |
| March 14, 16, 18 | 第六課: 股市投資  
Lesson 6: Investing in Stocks |
| March 21, 23, 25 | 商務報告二  
Business Project 2 Presentations |
| March 28, 30, April 1 | 商務電影二  
Business Movie 2 |
| April 4, 6, 8 | 第七課: 電子商務  
Lesson 7: E-Commerce |
| April 11, 13, 15 | 商務角色扮演  
Business Negotiation Role Play |
| April 18, 20, 22 | 第八課: 環保審批  
Lesson 8: Seeking Approval from Environmental Protection Authorities |
| April 25, 27, 29 | 期末報告  
Final Project Presentations |

Students with Disabilities: Students with ADA-documented physical, sensory, emotional or medical impairments may be eligible for reasonable accommodations. Veterans may also be eligible for services. All accommodations are coordinated through the Disability Resource Center (DRC) in Room 101 of the University Inn, (435)797-2444. Please contact the DRC as early in the semester as possible. Alternate format materials (Braille, large print, digital, or audio) are available with advance notice.

Plagiarism: Plagiarism includes knowingly, "representing, by paraphrase or direct quotation, the published or unpublished work of another person as one’s own in any academic exercise or activity without full and clear acknowledgment. It also includes using materials prepared by another person or by an agency engaged in the sale of term papers or other academic materials" (Code of Policies and Procedures for Students, Article V, Section 3A.1). The penalties for plagiarism are severe. They include warning or reprimand, grade adjustment, retaking an exam, or failing the course.

Discipline Regarding Academic Integrity Violations: An instructor has full autonomy to evaluate a student’s academic performance in a course. If a student commits an academic violation, the instructor may sanction the student. Such sanctions may include: (1) requiring the student to rewrite a paper/assignment or to retake a test/examination; (2) adjusting the student’s grade—for either an assignment/test or the course; (3) giving the student a failing grade for the course; or (4) taking actions as appropriate. Additional
disciplinary action beyond instructor sanction shall be determined by the Judicial Officer and the University.

**Important Dates:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 18</td>
<td>Holiday (Martin Luther King, Jr. Day)</td>
</tr>
<tr>
<td>February 15</td>
<td>Holiday (Presidents’ Day)</td>
</tr>
<tr>
<td>March 7-11</td>
<td>Spring Break</td>
</tr>
<tr>
<td>April 29</td>
<td>Classes end</td>
</tr>
</tbody>
</table>