

Utah State University
CHIN 3510
Chinese Business Language
Fall 2017

Instructor: Ko-Yin Sung

Office: Main 002C

Office Phone: 435-797-9182

Email address: Koyin.Sung@usu.edu

Office Hours: Mondays & Wednesdays 11:30am -12:20 pm and by appointment

Class Time and Location:

Time: MWF, 12: 30 pm – 1: 20 pm

Location: Old Main 304

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 U.S. and Chinese communities.

Text Materials

Feng, Y., Dai, X., & Chen-Cristoforo, M. (2006). *Close the Deal*. Boston: Cheng & Tsui.

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 three (excused or unexcused) absences. The fourth 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.....	10 points
Lesson Homework	8 points
Business Project 1	15 points
Business Project 2	15 points
Small Group Discussions	8 points
Business Negotiation Role Play	10 points
Business Movie Report	10 points
Final Project	17 points

Letter grades will be given as following:

A 95-100 %	A- 90- 94 %	
B+ 87- 89 %	B 84- 86 %	B- 80- 83 %
C+ 77- 79 %	C 74- 76 %	C- 70- 73 %
D+ 67- 69 %	D 64- 66%	D- 60- 63%
F below 60%		

Semester Schedule

Date	Content	Work Due
Aug. 28	Introduction	
Aug. 30 Sept. 1, 6	第一課：市場調查 Lesson 1: Conducting a Market Survey	
Sept. 8, 11, 13	第二課：人力資源 Lesson 2: Recruiting Talent (Human Resources)	L1 Homework (Due before Lesson 2 starts)
Sept. 15, 18, 20	第三課：尋找合作夥伴 Lesson 3: Seeking a Business Partner	L2 Homework (Due before Lesson 3 starts)
Sept. 22, 25, 27	第四課：廣告策劃 Lesson 4: Creating an Advertising and	L3 Homework (Due before Lesson 4

	Promotion Plan	starts)
Sept. 29, Oct. 2, 4	商務報告一 Business Project 1 Presentations	L4 Homework (Due before project 1 presentations start)
Oct. 6, 9, 11	商務電影一 Business Movie	
Oct. 16, 18, 19	第五課：投資房地產 Lesson 5: Investing in Real Estate	Movie Report (Due before lesson 5 starts)
Oct. 23, 25, 27	第六課：股市投資 Lesson 6: Investing in Stocks	L5 Homework (Due before Lesson 6 starts)
Oct. 30, Nov. 1, 3	商務報告二 Business Project 2 Presentations	
Nov. 6, 8, 10	第七課：電子商務 Lesson 7: E-Commerce	
Nov. 13, 15, 17	商務角色扮演 Business Negotiation Role Play	L7 Homework (Due before role plays start)
Nov. 20	电影欣赏	
No. 27, 29, Dec. 1	第八課：環保審批 Lesson 8: Seeking Approval from Environmental Protection Authorities	
Dec. 4, 6, 8	期末報告 Final Project Presentations	L8 Homework (Due before final presentations start)

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:

Labor Day	Monday	Sep 04
Friday Class Schedule	Thursday	Oct 19
Fall Break	Friday	Oct 20
Thanksgiving Holiday	Wednesday - Friday	Nov 22 - 24
No-Test Week	Monday - Friday	Dec 04 - 08
Classes End	Friday	Dec 08