



北京大學
汇丰商学院

Peking University HSBC Business School

Course Code Business Chinese

Fall Semester, 2016-2017 Academic Year

Course Information

Instructor: GAO Xiangyu (Joanne GAO)

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Office Hour: 10:20-12:00, Mon., Tue., Thu. And Fri..

Teaching Assistant: None

Classes: Business Chinese

Lectures: 1:30-3:20 p.m., Mon. and Thu..

Venue: PHBS Building, Room 225

Course Website:

If any.

1. Course Description

1.1 Context

Course overview: This course is specially designed for and offered to the students who have basic knowledge of Chinese and are able to conduct daily communications with about 600 commonly used Chinese words and basic grammars. By taking this course, the students' vocabulary of business field will be expanded and they will use more advanced grammars and vocabulary to experience 12 commercial scenarios to continually improve their language skills.

Prerequisites: The course is offered to the students who have taken and passed the Chinese language courses in the first school year, or the students who have learned Chinese for more than 160 hours and pass the placement test arranged at the beginning of the school year.

1.2 Textbooks and Reading Materials

Textbook: *Experiencing Chinese-Business Communication in China*, Higher Education Press.

Workbook: *Experiencing Chinese-Business Communication in China, Workbook*, Higher Education Press.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be	1.1. Our students will produce quality	

effective communicators.	business and research-oriented documents.	
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in-group for projects, discussion, and presentation.	
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates will be skilled in problem-solving and critical thinking.	3.1. Our students will be prepared to face problems in various business settings and find solutions.	
	3.2. Our students will demonstrate competency in critical thinking.	

2.2 Course specific objectives

After taking the course for a whole semester, the students will be able to master more than 400 Chinese words and expressions. Students are also expected to be able to make conversations and presentations on 12 commercial topics and acquire more advanced communicative skills in Chinese. This course will help to lay a solid foundation for their further studies and careers in Business field.

2.3 Assessment/Grading Details

The score of each examination is composed of the test score, group presentations, attendance and the score for daily work (including preparation of each lesson, homework assignment, writing and class performance). The ratio of scores for these three parts is 50%, 20%, 10% and 20%.

Students are required to do pre-class preparation and after-class review, and to finish homework on time and make presentations, in accordance with the teacher's requirements.

Students who miss a quarter (and above) of hours of a course will be automatically treated as failures of the course.

Students are required to be punctual and present for each class and not to leave earlier than required. Being late or leaving earlier for three times is treated as absence from the class for one time, the penalty for which is 1 mark deducted from your monthly score. Absence for illness may be exempt from penalty if a doctor's certificate is submitted. Without a doctor's certificate, absence for illness will be treated in the same way as absence for business reasons, for which 0.5 marks will be deducted from the monthly score for each two hours.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Unit 1 Greeting and Introduction	4 class hours
Unit 2 Team Work	4 class hours
Unit 3 Time Schedules	4 class hours
Unit 4 Location of the Workplace	4 class hours
Unit 5 Business Banquet	6 class hours
Unit 6 Working on the Internet	6 class hours
Unit 7 Marketing	6 class hours
Unit 8 Financial Management	6 class hours
Unit 9 Business Consulting	6 class hours
Unit 10 Strategy Management	6 class hours
Unit 11 Company Culture	6 class hours
Unit 12 Community Contribution	6 class hours

4. Miscellaneous