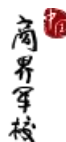




**PHBS**

北京大学汇丰商学院



## 课程教学大纲/ Syllabus

课程名称:

Course Title: 商务汉语 I Business Chinese I session2

课程代码:

Course Code:

开课学年及模块: 20 25 -20 26 学年, 第 5 模块

1<sup>st</sup> ☐ 2<sup>nd</sup> ☐ 3<sup>rd</sup> ☐ 4<sup>th</sup> ☐ Module, 2025- 2026 Academic Year

教学大纲制定时间: 2025 年 8 月 1 日

Syllabus Date: 1/8/2025

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任课教师: Amber Yang

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课程安排/Course Schedule

课程时间:

Course Schedule:

教室安排:

Venue:

Course Website:

If any.

课程信息/Course Information

### 1. 课程介绍 /Course Description

课程性质:必修☒ 选修☐

Course Type: Required course ☐ Elective Course ☐

授课语言: 中文☒ 英文☐

Teaching Language: Chinese ☐ English ☐

教学方式: 讲授式☒ 企业调研☐ 其他☐

Teaching Method: Lecture ☐ Field Study ☐ Others ☐

学时: 36 学时

Teaching Hours: 36 teaching hours

学分: 3 学分

Credits: 3 credits

## 1.1 课程内容/Context

### 课程简介/Course overview:

This course is designed for the students who need know the culture that in a Chinese workplace. We will mainly use the performed culture methods to learn the contents, thus it needs the students do much preview before each class.

### 先修要求/Prerequisites:

Having finished about 100 hours Chinese class before. Or passed the HSK 2 exam.

## 1.2 教材及阅读材料/Textbooks and Reading Materials

《基础实用商务汉语第三版（上）》（A Practical Business Chinese Reader Third Edition Volume 1），关道雄 编著，北京大学出版社

## 2. 学习目标/Learning Outcomes

### 2.1 计划学习成果/ Intended Learning Outcomes

| 学习目标/ Learning Goals                                                                    | 任务/Objectives                                                                                                 | 评估/Assessment<br>(YES with details or NO) |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 1. 我们的学生能够进行有效的商务沟通。<br>Our graduates will be effective communicators.                  | Students are able to professionally present their ideas and also logically explain and defend their argument. |                                           |
|                                                                                         |                                                                                                               |                                           |
| 2. 我们的学生在团队合作和领导力方面更加有技巧。<br>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. 我们学生会有一个全球化视角。<br>Our graduates will have a global perspective.                      | 4.1. Students will have an international exposure.                                                            |                                           |

|                                                                                                                      |                                                                                                                                     |  |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--|
| 1. 4. 我们的学生将对中国文化有全面和深层次的了解。<br>4. Our students will have a comprehensive and deep understanding of Chinese culture. | 1. 学生能够在语境中掌握汉语及其背后的文化。<br>1. Students will be able to grasp the Chinese language and the culture behind it in context.             |  |
|                                                                                                                      | 2. 学生能够在实地的文化探访中更深入的了解中国。<br>2. Students will be able to gain a deeper understanding of China through cultural visits in the field. |  |

## 2.2 课程目标/ Course specific objectives

以学生为中心，让学习者体会在不同情境下语言的真实运用，全面培养学生在商务场合综合运用汉语的能力。

The student-centered approach allows learners to experience the authentic use of language in different contexts and to develop students' ability to use Chinese comprehensively in business occasions.

## 2.3 成绩评定标准/Assessment or Grading Details

Performance 40% & Finals 60%

## 2.4 学术诚信与剽窃 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 honor 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. 教学单元具体内容与时间安排、课程考核安排 Topics, Teaching and Assessment Schedule

到达中国 Arrival in China.....4 课时

对话 Dialogue

- 入境 & 见面 Entry & Meeting Each Other
- 阅读短文 Reading Passage
- 在中国，说中文 When in China, Speak Chinese
- 练习与活动 Exercises & Activities
- 入境登记卡 Arrival Form
- 海关申报单 Customs Declaration Form
- 机场常见标志 Common Signs at Airport
- “扫码文化”与自助化 QR-code culture & self-service

## 在酒店 At the Hotel..... 4 课时

### 对话 Dialogue

- 旅客登记 Checking In
- 酒店的服务 Hotel Services

### 阅读短文 Reading Passage

- 中国的旅馆 Chinese Hotels

### 练习与活动 Exercises & Activities

- 旅馆登记表 Hotel Guest Registration Form
- 境外人员临时住宿登记表 Registration Form of Temporary Residency for Visitors
- 学习常用的酒店预订 app 和主要功能 Popular hotel-booking apps & their key features

## 正式见面 Formal Meeting..... 4 课时

### 对话 Dialogue

- 问候和介绍 Greetings and Introductions
- 说明访问目的 Explaining the Objectives of the Visit

### 阅读短文 Reading Passage

- 宾主见面的礼仪 Etiquette of Meeting for Guests and Hosts

### 练习与活动 Exercises & Activities

- 常见职称、头衔 Common Job Titles and Official Titles
- 名片实例 Samples of Business Cards

## 日程安排 Itinerary Arrangements..... 4 课时

### 对话 Dialogue

- 讨论日程安排 Discussing Itinerary Arrangements
- 修改日程安排 Revising Itinerary Arrangements

### 阅读短文 Reading Passage

- 吃得好、玩儿得好、生意做得好 Eat Well, Have Fun and Do Well in Business

### 练习与活动 Exercises & Activities

- 用飞书/企业微信“行程甘特表” A Gantt-style trip schedule in Feishu or WeCom (WeChat Work)
- 中国旅游地图 China Travel Map

## 出席宴会 Attending a Banquet..... 6 课时

### 对话 Dialogue

- 请坐，请坐，请上座 Please Take the Seats of Honor
- 干杯，干杯！Cheers!

### 阅读短文 Reading Passage

- 中国人的宴会 Chinese Banquets

### 练习与活动 Exercises & Activities

- 座次安排 & 敬酒文化 Seating order & toasting etiquette
- 拍合照与 AA 制买单 Taking group photos & splitting the bill (AA)

## 初步洽谈 Preliminary Negotiations..... 4 课时

### 对话 Dialogue

- 介绍产品 Introducing Products
- 询问价格 Inquiring Prices

### 阅读短文 Reading Passage

- 货比三家不吃亏 It Pays to Shop Around

### 练习与活动 Exercises & Activities

- 三家比价(货比三家)工作坊 3-way price-comparison workshop (“shop around”)

## 价格谈判 Price Negotiations..... 4 课时

### 对话 Dialogue

- 谈判成功 Successful Negotiations
- 谈判失败 Failed Negotiations

### 阅读短文 Reading Passage

- 讨价还价 Bargaining

### 练习与活动 Exercises & Activities

- 报盘信实例 Sample of Offer Letter

## 中国企业 Chinese Enterprises..... 4 课时

对话 Dialogue

- 大厂文化 In the Reception Room
- 百度、阿里巴巴、腾讯、字节跳动
- 华为、小米、京东

阅读短文 Reading Passage

- 深圳的企业 Shenzhen Enterprises

练习与活动 Exercises & Activities

- 2025 年中国企业 50 强 Top 50 Enterprises in China (2025)

期末复习和汇报 Final review & presentation

2 课时

4. 其他 Miscellaneous