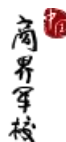




PHBS

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 Session1

课程代码:

Course Code:

开课学年及模块: 20 25 -20 26 学年, 第 5 模块

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

教学大纲制定时间: 2025 年 8 月 1 日

Syllabus Date: 1/8/2025

任课教师: 沈汐妍

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Contact Information:

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 (YES with details or NO)
1. 我们的学生能够进行有效的商务沟通。 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。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。 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。 4. Our students will have	1. 学生能够在语境中掌握汉语及其背后的文化。 1. Students will be able to grasp the Chinese language and the culture behind it in context.	

a comprehensive and deep understanding of Chinese culture.	2. 学生能够在实地的文化探访中更深入的了解中国。 2. Students will be able to gain a deeper understanding of China through cultural visits in the field.	
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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 Entry	
见面 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	
附录 Appendix	

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

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

附录 Appendix

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
旅馆押金收据 The Deposit Receipt

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

附录 Appendix

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

附录 Appendix

日程表 Itinerary
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

附录 Appendix

菜单实例 Sample Menu

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

附录 Appendix

产品目录 Product Catalogue

时装设计 Fashion Design

参观工厂 Visiting a Factory.....4 课时

对话 Dialogue

在会客室 In the Reception Room

在生产区 At the Production Area

阅读短文 Reading Passage

中国的企业 Chinese Enterprises

练习与活动 Exercises & Activities

附录 Appendix

2017 年中国企业 50 强 Top 50 Enterprises in China (2017)

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

附录 Appendix

报盘信实例 Sample of Offer Letter

期末复习和汇报 final review& presentation

2 课时

4. 其他 Miscellaneous
