



## Shanghai Jiao Tong University

### EN349 English/Chinese Business Translation

<b>Instructor Information:</b>	Yu Cheng Home Institution: Tongji University Email: chengyu@tongji.edu.cn Office Hours: Determined by Instructor		
<b>Term:</b>	December 16, 2019 - January 7, 2020	<b>Credits:</b>	4 units
<b>Class Hours :</b>	Monday through Friday, 160 mins per teaching day		
<b>Discussion Sessions:</b>	2 hours each week, conducted by teaching assistant(s)		
<b>Total Contact Hours:</b>	64 contact hours (1 contact hour = 45 mins, 2880 mins in total)		
<b>Required Texts (with ISBN):</b>	Business English Translation Course Li Ming, Lu Hongmei Publishing House: Shanghai Foreign Language Education Press ISBN: 9787544617703		
<b>Prerequisite:</b>	Native or near native Chinese speaker, Fluent in English		



## Course Overview

This course prepares students with translation skills needed in a globalised business world where individuals, businesses, institutions, government and non-government agencies and organisations require quality translation between Chinese and English languages. Students have the opportunities to learn and practice a broad range of topics that are common in everyday business environment. More importantly, they will be able to continuously build up their bilingual and bicultural competence in business contexts. This course also enhances understanding of cultural and ethical issues to help students build up confidence and capabilities in tackling complexities involved in cross-cultural situations. To better understand how business translation works, students will be trained to reflect on their translation processes through both individual and group work.

## Learning Outcomes

On completion of this subject students should

1. Capitalise on general translation theories and concepts;
2. Exercise the acquired practical know-how in various fields that require business translation;
3. Familiarise themselves with a wide range of business topics and texts;
4. Develop strategies to deal with typical textual complexity in business translation;
5. Identify, resolve and avoid mistranslation arising from cross-cultural and interdisciplinary factors;
6. Reflect critically on translation processes;
7. Work collaboratively for optimal translation outcome.



### Grading Policy

Homework	20%
Group translation project	30%
Written Exam	50%

### Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



## Class Schedule

Date	Lecture	Chapter
Day 1	Theories and concepts: Translating business texts in a globalized world	Chapter 1
Day 2	Translation as a decision-making process: How to choose the right word	Chapter 2
Day 3	Translation techniques: grammar, genre and styles	Chapter 3
Day 4	Translation techniques: insertions and omissions	Chapter 4 & 5
Day 5	Syntactical structure and hierarchies	Chapter 6 & 12
Day 6	Translating metaphor and idioms	Chapter 7
Day 7	Translating negation and passive voice	Chapter 8, 9 & 10
Day 8	Sentence order and word order	Chapter 11
Day 9	Translation techniques: Splitting and combining clauses	Chapter 13
Day 10	Translating business letters	Chapter 14
Day 11	Translating advertisements: a balance between accuracy and creativity	Chapter 15
Day 12	Translating business contracts	Chapter 16
Day 13	Translating letters of credit	Chapter 17
Day 14	Translating prospectus and user manuals	Chapter 18
Day 15	Quality control and assessment	Reading Materials