



Shanghai Jiao Tong University

CI300 Chinese Business Language and Culture

Instructor Information:	Yu Cheng Home Institution: Tongji University Email: chengyu@tongji.edu.cn Office Hours: Determined by Instructor		
Term:	December 16, 2019 - January 7, 2020	Credits:	4 units
Class Hours:	Monday through Friday, 160 mins per teaching day		
Discussion Sessions:	2 hours each week, conducted by teaching assistant(s)		
Total Contact Hours:	64 contact hours (1 contact hour = 45 mins, 2880 mins in total)		
Required Texts (with ISBN):	Business Chinese 101 Author: Daoxiong Guan (ISBN: 9787513552967)		
Prerequisite:	HSK 4 or above, or having studied Chinese language for at least 2 years		



Course Overview

This course aims to provide integrated learning experience to students who are interested in using Chinese language and experiencing Chinese culture in business settings. Apart from developing basic language knowledge and skills, students will have the opportunity to study some of the most interesting and distinct business practice and cultural phenomena including Chinese business customs, practice, rules and etiquette.

Course Goals

- Upon successful completion of the course, students will be able to:
- command basic language skills including reading, writing, speaking and listening required for business communications
- use basic Chinese for general business and social communication purposes;
- develop conversations on general business topics
- identify common language and cultural issues that may occur in a business dialogue
- have a basic understanding of business culture in China

Grading Policy

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

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2
62-64	C-	1.7
60-61	D	1
≤59	F (Failure)	0



Class Schedule

Day	Lecture	Chapter
Day 1	Social Communications	Chapter 1
Day 2	Business Communications	Chapter 2
Day 3	On a Business Trip	Chapter 3
Day 4	Business Negotiation (1)	Chapter 4
Day 5	Business Negotiation (2)	Chapter 4
Day 6	Around the Office	Chapter 5
Day 7	Having a Meeting (1)	Chapter 6
Day 8	Having a Meeting (2)	Chapter 6
Day 9	Human Resources (1)	Chapter 7
Day 10	Human Resources (2)	Chapter 7
Day 11	Marketing (1)	Chapter 8
Day 12	Marketing (2)	Chapter 8
Day 13	Freight Transport Service	Chapter 9
Day 14	Investigation and Investment (1)	Chapter 10
Day 15	Investigation and Investment (2)	Chapter 10