



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	June 29, 2020 – July 24, 2020	Credits:	4 units
Class Hours	Monday through Friday, 120 minutes per teaching day		
Discussion Sessions	2 hours each week, conducted by teaching assistant(s)		
Total Contact Hours	66 contact hours (1 contact hour = 45 mins, 3000 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

Date	Lecture	Readings
Day 1	Introduction	No reading
Day 2	Social Communications	Guan: pp.2-43; Lewis,R. translated by Shijie Guan (2002). When Cultures Collide: Managing Successfully Across Cultures, Xinhua Publishing House (in Chinese), pp42-52.
Day 3	Business Communications (1)	Guan: pp.44-63; Lewis:pp.53-68
Day 4	Business Communications (2)	Guan: pp.64-84; Lewis:pp.69-75
Day 5	On a Business Trip	Guan: pp.85-130; Lewis:pp.76-85
Day 6	Group Project Investigation	No reading
Day 7	Business Negotiation (1)	Guan: pp.131-147; Lewis:pp.10-16
Day 8	Business Negotiation (2)	Guan: pp.147-159; Lewis:pp.3-9
Day 9	Business Negotiation (3)	Guan: pp.160-172; Lewis:pp.96-117
Day 10	Around the Office	Guan: pp.173-209; Lewis:pp.118-134
Day 11	Having a Meeting(1)	Guan: pp.214-230; Lewis:pp.88-95
Day 12	Having a Meeting(2)	Guan: pp.231-255; Lewis:pp.86-88
Day 13	Human Resources (1)	Guan: pp.256-276; Hofstede, G. (2001). Culture's Consequences. Beverly Hills, CA: Sage, 2001.
Day 14	Human Resources (2)	Guan: pp.277-304; Kohls, L. R.(2001). Survival Kit for Overseas Living.Yarmouth, ME: Intercultural Press, pp83-100.



Day 15	Marketing (1)	Guan: pp.305-327; Appleman, J. E (2017).10 steps to successful Business Writing. ASTD, pp 5-10.
Day 16	Marketing (2)	Guan: pp.328-352; Appleman. pp 10-16
Day 17	Freight Transport Service	Guan: pp.353-401;. Appleman. pp 17-26
Day 18	Investigation and Investment (1)	Guan: pp.402-418; Appleman. pp 27-36.
Day 19	Investigation and Investment (2)	Guan: pp.419-437; Appleman. pp 37-45
Day 20	Quality control and assessment	