



Shanghai Jiao Tong University

EN349 English/Chinese Business Translation (Online)

Instructor Information	Robert B. Hsieh Home Institution: University of Adelaide Email: robert.b.hsieh.adelaide@gmail.com		
Term	December 17, 2020 - January 8, 2021	Credits	4 units
Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 5 hours' real-time interactions with students per week (via discussion forum, zoom meeting, and WeChat). The workload students are expected to complete to properly pass this course is about 16 hours per week.		
Required Texts (with ISBN)	Li Ming & Lu Hongmei. <i>Business English Translation Course</i> Shanghai: Shanghai Foreign Language Education Press ISBN: 9787544617703		
Prerequisite	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.

Course Structure

This full online module consists of 16 pre-recorded lectures, each around 75 minutes (up to 1,200 minutes or 20 hours in total). The remaining 20 hours are dedicated to online interaction through

1. Chapter key knowledge explanation (9 hours) via zoom meeting
 - Chapter 1-2 (1 hour)
 - Chapter 3-4 (1 hour)
 - Chapter 5-6 (1 hour)
 - Chapter 7-8 (1 hour)
 - Chapter 9-10 (1 hour)
 - Chapter 11-12 (1 hour)
 - Chapter 13-14 (1 hour)
 - Chapter 15-16 (1 hour)
 - Chapter 17-18 (1 hour)
2. Practice instructions and questions answering (6 hours) via zoom meeting
 - Tutorial tasks of Chapter 1-3 (1 hour)
 - Tutorial tasks of Chapter 4-6 (1 hour)
 - Tutorial tasks of Chapter 7-9 (1 hour)
 - Tutorial tasks of Chapter 10-12 (1 hour)
 - Tutorial tasks of Chapter 13-15 (1 hour)
 - Tutorial tasks of Chapter 16-18 (1 hour)
3. Research proposal writing guideline (1 hour) via zoom meeting



4. Translation Research Presentation (4 hours) via zoom meeting

Grading Policy

Workshop Translation Tasks	20%
Translation research project	30%
Translation research presentation	10%
Written Exam	40%

Grading Scale is as follows

Number grade	Letter grade	GP A
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	Readings
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	Formal equivalence vs. dynamic equivalence	Chapter 3
Day 4	Semantic translation vs. communicative translation	Chapter 4
Day 5	Targeting Mistranslation: Investigation Day	Chapter 5
Day 6	Translation techniques: grammar, genre and styles	Chapter 6
Day 7	Translation techniques: insertions and omissions	Chapter 7
Day 8	Translating metaphor and idiomatic expressions	Chapter 8
Day 9	Subject and Rhetorical Skills in Translation	Chapter 9
Day 10	Translating subjects and passive voice	Chapter 10
Day 11	Syntax: Clauses, Sentence order and word order	Chapter 11-13
Day 12	Translating business letters	Chapter 14
Day 13	Translating advertisement	Chapter 15
Day 14	Translating business contracts	Chapter 16
Day 15	Translating product user manuals	Chapter 18
Day 16	NAATI: Translation standards and quality management	NAATI resources
Day 17	Review and Revision	Translation research presentation due
Day 18	Final Exam	