



## Shanghai Jiao Tong University

### CI300 Chinese Business Language and Culture (Online)

<b>Instructor Information</b>	<p>Robert B. Hsieh Home Institution: University of Adelaide Email: robert.b.hsieh.adelaide@gmail.com</p>		
<b>Term</b>	December 17, 2020 - January 8, 2021	<b>Credits</b>	4 units
<b>Course Delivery</b>	<p>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.</p>		
<b>Required Texts (with ISBN)</b>	<ol style="list-style-type: none"> <li>1. Jack E. Appleman (2008). <i>10 Steps to Successful Business Writing</i>, Association for Talent Development. ISBN: 978-1-56286-481-1</li> <li>2. Jianming Wang (2019). <i>Business Negotiation</i>, China Machine Press. ISBN:978-7-11148-054-9</li> </ol>		
<b>Prerequisite</b>	<p>Native Chinese speakers or HSK 4 or above, or having studied Chinese language for at least 2 years with distinctive achievements</p>		



## 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 Chinese basic business 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:

1. command basic business language skills including reading, writing, speaking and listening required for business communications
2. use basic Chinese for general business and social communication purposes;
3. develop conversations on general business topics
4. identify common language and cultural issues that may occur in a business dialogue
5. have a basic understanding of business culture in China

## Course Structure

This full online module consists of 16 pre-recorded lectures, each around 75-90 minutes (up to 1,320 minutes or 22 hours in total). The remaining 18 hours are dedicated to online interaction through

1. Chapter key knowledge explanation (9 hours) via zoom meeting
  - Case study 1-2 (1 hour)
  - Case study 3-4 (1 hour)
  - Case study 5-6 (1 hour)
  - Case study 7-8 (1 hour)
  - Case study 9-10 (1 hour)
  - Case study 11-12 (1 hour)-
  - Case study 13-14 (1 hour)
  - Case study 15-16 (1 hour)
  - Case study 17 (1 hour)
2. Research proposal writing guideline (3 hours) via zoom meeting
3. Research Project Presentation (6 hours) via zoom meeting



### Grading Policy

Workshop Assignments	20%
Group Research Project	30%
Major Essay	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	Tutorial Tasks and Skill Development
Day 1	Doing Business in a Globalized Market: An Introduction	Case study 1
Day 2	Business Communications	Case study 2
Day 3	Business Negotiation	Case study 3
Day 4	Research Investigation	Case study 4
Day 5	Organizing a Business Event	Case study 5
Day 6	Business Research Investigation	Case study 6
Day 7	Human Resources	Case study 7
Day 8	Marketing	Case study 8
Day 9	Freight Transport Service	Case study 9
Day 10	Investigation and investment	Case study 10
Day 11	Banking	Case study 11
Day 12	Risk Management	Case study 12
Day 13	Cultural Customs, Practice and Anti-corruption	Case study 13
Day 14	How to Write a Business Research Project Report	Case study 14
Day 15	Business relationships and networking	Case study 15
Day 16	Business Legal Matters	Case study 16
Day 17	What Does It Take to Start Your Own Business	Case study 17
Day 18	Review and Revision	Major essay due