



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 17, 2020 – January 8, 2021	Credits:	4 units
Class Hours	Sunday through Friday, 135 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)	<ol style="list-style-type: none"> 1. Jack E. Appleman (2008). <i>10 Steps to Successful Business Writing</i>, Association for Talent Development. ISBN: 978-1-56286-481-1 2. Jianming Wang (2019). <i>Business Negotiation</i>, China Machine Press. ISBN:978-7-11148-054-9 		
Prerequisite:	Native Chinese speakers or HSK 4 or above, or having studied Chinese language for at least 2 years with distinctive achievements		
The course might be moved to online delivery due to COVID-19 pandemic. The anticipated date is November 6, 2020.			



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:
- 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

Workshop Assignments	10%
Participation	10%
Group Research Project	40%
Group Debate	40%

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	Social Communications	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 Meeting	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	Businesses and Banking	Case study 11
Day 12	Risk Management	Case study 12
Day 13	Business Culture and Anti-corruption	Case study 13
Day 14	How to Write a Research Project Report	10 Steps to Successful Business Writing
Day 15	Business relationships: Debate topics A & B	10 Steps to Successful Business Writing
Day 16	Business Communication: Debate topics C & D	10 Steps to Successful Business Writing
Day 17	Business in the future: Debate topics E & F	10 Steps to Successful Business Writing
Day 18	Globalization and multiculturalism: Debate topics G & H	10 Steps to Successful Business Writing