



Shanghai Jiao Tong University

CI300 Chinese Business Language and Culture (Online)

Instructor Information	<p>Robert B. Hsieh Home Institution: University of Adelaide Email: robert.b.hsieh.adelaide@gmail.com</p>		
Term	<p>June 28, 2021 - July 16, 2021</p>	Credits	<p>4 units</p>
Course Delivery	<p>The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 4 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 15 hours per week.</p>		
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. Richard D. Lewis (2018). <i>When Cultures Collide: Leading Across Cultures</i>. London. Nicholas Brealey Publishing. ISBN: 978-1-473-68482-9 		
Prerequisite	<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 15 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 17-18 (1 hour)
2. Research proposal writing guideline (3 hours) via zoom meeting
3. Research Project Presentation (6 hours) via zoom meeting



Grading Policy

Tutorial Participation	10%
Tutorial Assignments	20%
Group Debate	30%
Research Essay	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	Tutorial Tasks and Skill Development	Online Teaching Arrangement
Day 1	Introduction: Doing Business in a Globalized Market	Case study 1	approximately 90 minutes pre-recorded video lectures per day plus 240 minutes online interaction via Zoom per week
Day 2	Business Communications	Case study 2	
Day 3	Research Investigation	Case study 3	
Day 4	Understanding Chinese Culture 1	Case study 4	
Day 5	Understanding Chinese Culture 2	Case study 5-6	
Day 6	Understanding Western Culture	Case study 7-8	approximately 90 minutes pre-recorded video lectures per day plus 240 minutes online interaction via Zoom per week
Day 7	Contrasting Cultural Values	Case study 9-10	
Day 8	Entering Chinese Market	Case study 11-12	
Day 9	Teamwork and Culture	Case study 13-14	
Day 10	Characteristics of Cross-Cultural Communication	Case study 15-16	
Day 11	Business Behaviour and CSR	Case study 17-18	approximately 90 minutes pre-recorded video lectures per day plus 240 minutes online interaction via Zoom per week
Day 12	Negotiating ANZ Culture	Research writing	
Day 13	Time Cultures and Negotiation	Debate 1	
Day 14	Negotiation in Chinese and Anglo Contexts	Debate 2	
Day 15	Global Protocol, Etiquette and American/Australian Negotiators	Debate 3	