



CI300 Chinese Business Language and Culture (Online)

Instructor Information	<p style="text-align: center;">Robert B. Hsieh Home Institution: University of Adelaide Email: robert.b.hsieh.adelaide@gmail.com</p>		
Term	<p style="text-align: center;">June 27, 2022 -July 22, 2022</p>	Credits	<p style="text-align: center;">4 units</p>
Course Delivery	<p>The class will be delivered in the format of online. Apart from 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 13 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 style="text-align: center;">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 globalized 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 Chinese business culture in cross-cultural business environments.

Course Structure

This full online module consists of 18 pre-recorded lectures, each around 75-90 minutes (up to 1,440 minutes or 24 hours in total). The remaining 16 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 hour) via zoom meeting
3. Group debate on business culture topics (4 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 4 hours of online interaction via Zoom per week
Day 2	Business Communications	Case study 2	
Day 3	Understanding Chinese Culture 1	Case study 3	
Day 4	Understanding Chinese Culture 2	Case study 4	
Day 5	Research Investigation (no lecture)	No tutorial	
Day 6	Understanding Western Culture	Case study 6	approximately 90 minutes pre-recorded video lectures per day plus 4 hours of online interaction via Zoom per week
Day 7	Contrasting Cultural Values	Case study 7	
Day 8	Entering Chinese Market	Case study 8	
Day 9	Teamwork and Culture	Case study 9	
Day 10	Characteristics of Cross-Cultural Communication	Case study 10	
Day 11	Business Behaviour and Culture	Case study 11	approximately 90 minutes pre-recorded video lectures per day plus 4 hours of online interaction via Zoom
Day 12	Time Cultures and Negotiation	Case study 12	
Day 13	Negotiation with Aussies 1	Case study 13	



Day 14	Negotiation with Aussies 2	Case study 14	per week
Day 15	Global Protocol and Etiquette	Case study 15-16	
Day 16	Corporate Social Responsibility	Case study 17-18	approximately 90 minutes pre-recorded video lectures per day plus 4 hours online interaction via Zoom per week
Day 17	Workplace Rights and Obligations	Debate topics 1-5	
Day 18	Entrepreneurship: Starting Your Own Business	Debate topics 6-10	
Day 19	How to Write a Research Report	Research forum	
Day 20	Review and Revision (no lecture)	Major essay due	