

IB 497D: Chinese for International Business

Spring 2012
Tuesdays & Thursdays, 6:00 – 7:40 PM
205 Burke

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Course Overview

IB 497D (Chinese for International Business) teaches the Chinese language for business purposes to students who are beginning learners of the Chinese language or are at the lower elementary level.

The course introduces students to *pinyin*, the romanized phonetic system, essential Chinese characters, and basic knowledge about Chinese sentence structures. Students learn the language skills through situational dialogs or texts organized by functional business topics, business trip related activities, and discussions about one's study and career plans. With the completion of the course, students will build up a vocabulary for everyday and business communication. Students also learn about the Chinese culture, especially those aspects that are more relevant to international business.

Course Objectives

Students will acquire the language skills through in-class drills and interactive activities. These in-class drills and activities, along with other assignments, will also prepare students to fulfill tasks or communicate in situations similar to and beyond those in the lesson texts.

After completing the course, you should be able to:

- read Chinese characters and texts with the help of *pinyin*
- recognize and use the Chinese characters taught in this course at moderate proficiency
- have basic knowledge about Chinese sentence structures
- use basic interrogative pronouns to ask questions
- use speaking Chinese to communicate in routine business settings
- have the cultural knowledge relevant for international business

More specifically, you should be able to use Chinese to carry out the following:

- ✓ *simple greetings and introductions*
- ✓ *introducing yourself and others by name and title or position*
- ✓ *socializing at a business function or invitation*
- ✓ *making a business phone call*
- ✓ *meeting with a client or business partner*
- ✓ *making business or product inquiries*
- ✓ *handling business trip-related activities*
(when at the bank, restaurant, hotel etc.; when taking a flight or taxi...)
- ✓ *speaking about your study plan, career interests, and work experience*
- ✓ *presenting yourself at a job interview*

Readings

Required textbook:

成功商务汉语（高等教育出版社）

Wang Lifei, *Gateway to Business Chinese*. Beijing: Higher Education Press, 1st edition, 2011. ISBN 9787040323863

Supplementary material:

初级实用商务汉语（北京大学出版社）

Meiru Liu, *Basic Business Chinese (BBC)*, paperback, Beijing: Peking University Press, 2006. ISBN 9787301103999

Additional supplementary materials will also be posted on ANGEL or distributed as class handouts.

Course Requirements

Attendance and Participation

Your consistency in class attendance and participation is very crucial so that you keep up with the material. You will also be graded by your effort to work with the instructor and your classmates on practices, drills, and other tasks. It is important that you try your best to synchronize your activities along with the rest of the class. Missing classes with legitimate excuses requires prior consent from the instructor and you are advised to catch up before the next class. You are also encouraged to seek additional help from the instructor if you have problems.

Homework Assignments

Your main textbook is also your workbook, from which most of your homework questions will be assigned. Your homework assignments are an important part of the vocabulary study and the practice on key language points. Please make an effort to make this part of the course requirement a routine activity. Homework assignments should be

turned in at the beginning of the class on the due date. Late homework will result in point deductions.

Quizzes/Dictations and Lesson Tests

Quizzes or vocabulary dictations are assessments of your knowledge of words or phrases, sentences or structures. The focus will be on their pronunciation, meaning, listening comprehension, etc. There will also be four (4) Lesson Tests over the semester, one on approximately every three or four lessons. Similar to quizzes, Lesson Tests are written assessments of your knowledge and skills intended for the class. Quizzes may not be made up because of being late for or missing classes. Make-ups of Lesson Tests will not be considered except for personal emergencies and the instructor will decide whether you should be given one.

Oral Assessments

This part evaluates your speaking skills, i.e., your ability to carry out a dialog or make a short presentation based on topics similar to what you have encountered in the textbook. There will be four (4) oral assessments consisting of both group and individual activities. Topics will be assigned in advance and your performance will need to be well rehearsed. More information about topics, instructions, and grading criteria will be communicated later.

Culture and Business Presentations

These are class and group learning activities in which students make presentations on (1) one cultural topic and (2) one particular industry or business, based on readings and research. The presentation and discussion will be conducted in English. More details on the topics, requirements, and grading criteria will be provided later.

Grading Policy

Your grade will be determined by your performance in the following:

- Participation 15%
- Homework assignments 15%
- Quizzes 20%
- Lesson Tests 20%
- Oral Assessments 20%
- Culture and Industry Presentations 10%

Your final letter grade will be determined using the following scale:

<u>Final weighted average</u>	<u>Course grade</u>
93 - 100%	A
90 - 92%	A-
87 - 89%	B+
83 - 86%	B
80 - 82%	B-
77 - 79%	C+
70 - 76%	C
60 - 69%	D
< 60%	F

Academic Integrity Policy

The following statement is from the Office of the Chancellor at Penn State Erie:

Penn State Erie puts a very high value on academic integrity, and violations are not tolerated. Academic integrity is one of Penn State's four principles to which all students must abide. This principle states:

I will practice academic integrity. Academic integrity is a basic guiding principle for all academic activity at Penn State University, allowing the pursuit of scholarly activity in an open, honest, and responsible manner. In accordance with the University's Code of Conduct, I will practice integrity in regard to all academic assignments. I will not engage in or tolerate acts of falsification, misrepresentation, or deception because such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.

Any violation of academic integrity will receive academic and possibly disciplinary sanctions, including the possible awarding of an XF grade, which is recorded on the transcript and states that failure of the course was due to an act of academic dishonesty. All acts of academic dishonesty are recorded so repeat offenders can be sanctioned accordingly.

More information on Penn State's policy on academic integrity can be found at the following web site: <http://psbehrend.psu.edu/intranet/faculty-and-staff/faculty-resources/academic-integrity/academic-integrity>

You should also be familiar with the "Penn State Principles," which are at: <http://www.psu.edu/ur/principles.html>

Communication

Announcements, instructions, and in some cases, supplementary materials, will be communicated in class, sent by email or posted on ANGEL (<http://cms.psu.edu>). Please make sure you work with others in the class and be aware of current class activities and instructions.

Course Outline

Week 1

- I. The study of *pinyin*
 1. Introduction
 2. Simple finals and tones: a o e i u ü
 3. Initials (I): b p m f; d t n l; g k h
Initials (II): z c s; j q x; zh ch sh r
 4. Compound finals (I): ai ei ao ou;
ia ie iao iou;
ua uo uai uei; üe
Compound finals (II): an en ian in;
uan uen üan ün;
ang eng ong ing;
iang iong uang ueng
- II. An introductory knowledge of Chinese characters
 1. Basic strokes and combined strokes of Chinese characters
 2. General Rules of stroke order
 3. 50 basic Chinese characters
- III. Chinese sentence structures
 1. basic sentence structures: *shì* 是, *yǒu* 有, and *zài* 在 sentences
 2. difference in word order: Chinese vs English
- IV. Basic dialogs and expressions

Week 2 -4

- Lesson 1 Taking the Flight
- Lesson 2 Greetings
- Lesson 3 Making a Phone Call.
- Lesson 4 Taking a Taxi

Oral Assessment 1

Lesson Test 1

Week 5 - 8

- Lesson 5 Exchanging Money
- Lesson 6 Business Appointment
- Lesson 7 Introducing the Company
- Lesson 8 Business/Product Inquiries

Oral Assessment 2

Lesson Test 2

Week 9 (3/5/12) ----- **Spring Break** -----

Week 10 - 13

- Lesson 9 Business Meetings
- Lesson 10 Bargaining
- Lesson 11 Contracting
- Lesson 12 Invitations/Thanks Dinner

Oral Assessment 3

Lesson Test 3

Week 14 -16 BBC Lessons

- Lesson 6 Study plans and long term career goals
(BBC, pp. 111-127)
- Lesson 7 Work experience and future plans
(BBC, pp. 129-152)
- Lesson 8 Job interviews
(BBC, pp.153-175)

Oral Assessment 4

Lesson Test 4 (during Final Exam week)