

Chin 0865-001, -002, -680

Business Chinese II (商业中文 II)

Spring 2024

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Course Description

What should a Chinese company do to increase its profitability in the US market? What should a US company do to increase its profitability in the Chinese market? Business Chinese II (商业中文 II) aims to train learners to engage in critical, creative, and pragmatic thinking. It also aims to enhance learners' language skills in reading, writing, speaking, listening and conducting presentations. This Chinese for specific purposes course is designed for business, economic, and EA majors whose Chinese language speaking ability has reached Advanced-Mid level (Penn heritage track Chin 0420, Chin 0520, or regular track Chin 0700, Chin 0800). The textbook-- 《成功之道》, contains cases of international companies such as IKEA's Luxurious "Low-Price" Products in China, Sam's Club in Beijing, Lenovo acquires IBM personal computers, and Haier—A Chinese Brand, Made in America. Over the semester, students will: (a) participate in discussion on business cases from the textbook; (b) use newly learned business vocabulary and knowledge to conduct business research; (c) watch business-related videos; and (d) speak analytically about current Chinese business issues

At the end of the program, students will achieve the following competencies:

- Ability to initiate a dialogue and comfortably converse with a Mandarin-speaking businessperson on company management, marketing strategies, labor costs, etc.
- Ability to understand business news articles and to grasp the general ideas within the speech of Chinese videos.
- Ability to conduct company research using internet information, and materials in both English and Chinese
- Ability to produce multiple-page reports and explain current US-China business issues analytically

Course grades will be based strictly on the following categories.

Chapter Homework (6X)	20%
Chapter Quizzes (6X)	15%
Oral Presentations (2X)	15%
Midterm Exams (2X)	30%
Final Project	10%
Attendance, Preparation & Participation	10%