

## ADVANCED BUSINESS CHINESE (II)

高级经贸中文 下

CHIN 1065-401/ CHIN6065-401, Spring 2023 (for 2024 advanced registration use)

Time: MW 12:00-1:29PM

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### TEXTBOOK:

**Required:** *Advanced Business Chinese—Economy and Commerce in a Changing China and the Changing World*, Fangyuan Yuan, Yale University Press, 2003 (Penn Bookstore, Amazon)

**The Routledge Course in Business Chinese, Qinghai Chen, Routledge, 2013.** Students can order the book on the Routledge website or Amazon.com. (optional)

Padlet (小字报): 预习与交流平台

### COURSE DESCRIPTION/OBJECTIVES/REQUIREMENTS:

Advanced Business Chinese is a content-based course for business purposes, designed for students who have studied Chinese for 4 years or more in a regular college program or with the equivalent language proficiency. Advanced Business Chinese (II) aims to promote students' understanding of modern China and the world from economic and business perspectives, and to enhance learners' overall language skills in reading, writing, listening, and speaking in the contexts of business and economy. Authentic video clips representing contemporary concerns in the business field are selected for lesson preview. Topics of the course range from eastern and western management and marketing, the financial market to M&A, business ethics and intellectual property. Special Economic Zones and economic laws will also be introduced so as to expand the students' knowledge of legal language and China's regional differences, culminating in the writing of a business plan as the semester's final project.

Through reading and discussing the texts, class presentations and collaborative learning, students can not only explore economic issues in depth, but can also actively use the language by, for example, taking a stand to write about and conduct preliminary research on a topic generated from the course materials. It is hoped that after studying the textbook, conducting an oral report, and writing a business plan, students can be better prepared linguistically and culturally in their future China-focused or China-related career path, looking towards both global competition and intercultural understanding.

### Attendance Policy and Participation (10%)

To meet the above goals, students are required to attend class regularly and punctually, and participate actively. Any absences should be reported through the Course Absence Report system by logging on to Path@Penn and choosing the "Course Action Notices"

under “My Course”. You are permitted five absences for any reason, after which each additional absence will result in a 1-point reduction from your final grade. Tardiness of 15-minutes or more is counted as absence. There are no “excused absences”-if you miss class, you are responsible for making up any work and for knowing the material covered.

To fully practice listening and to participate in discussion, students should NOT use personal computers, iPad and cell phones in class, particularly when the instructor introduces new lessons. If you used any translation technologies to support your learning and Chinese reading and writing, please note on your work how you used the tool so to help the instructor to better understand the evolving teaching and learning environment.

### **In-class Activities**

- Brainstorm: Pre-reading discussion
- Professional Vocabulary Exercises
- Class Discussion
- Text Comprehension T/F Exercises
- Connecting the textbook content to current US-China events
- Student Presentations

### **After-class Activities**

- Internet Research for Oral Reports (Individual/Group)
- Preview and Review Textbook Articles
- Preview Padlet postings (due Sundays at 10PM)
- Textbook Homework (5X)
- Reading and Speaking Assessment (2X)

### **Language Exercise Homework 15%**

Homework serves as reinforcement of the professional expressions learned in class and as a text review. To some students, homework could be regarded as an open-book test of one’s proficiency in newly learned materials.

Before spring break, all homework is hand-written assignments due in Sunday 10pm, on Padlet or at Tuesday’s class. After spring break, homework is in typed-format submitted to Canvas in MS Word format.

### **Oral Presentations 15%**

Students will give two oral reports in class this semester. The topics are: **(1) China’s special economic zones, and (2) business laws**. Synthesizing the knowledge gained from the two reports, students need to write a business plan for the final project. Oral report

PowerPoints should be uploaded to Padlet (小字报) for writing the summary and reflection of the reports (600-1000 words).

### **Final Project 20%**

Students will form small groups to first create a company in the US, and then lay the best plans to bring the business to China. Every student will participate in the ***Penn Young Entrepreneur Project*** (宾大青年企业家) and give a 20–30-minute group presentation in Chinese at the end of the semester. The objective of the project is to practice developing a business plan in Chinese and to gain a better understanding of how to start a business in China. In addition, as China's business development is becoming increasingly complex, this multi-faceted final project will enhance students' analytical skills for real-world challenges and their understanding of the diverse aspects involved in developing and managing a business in China. The other practical use of the project is that students may add this oral presentation, in MP4 format, in Chinese and/or English to their portfolio for future job or MBA program applications.

### **Cheating and Plagiarism**

Every member of the Penn community is responsible for upholding the highest standards of honesty at all times. Students are responsible for adhering to the principles and spirit of the Code of Academic Integrity. (<http://www.vpul.upenn.edu/osl/acadint.html>)

### **COURSE ASSESSMENT**

- Attendance and class participation: 10%
- Pre-view Padlet posting and commenting (4X): 10%
- Textbook review homework (4X): 10%
- Two oral presentations 15%
- Two reading assessments: 5%
- Two-unit exams: 30%
- Final project: 20%
  
- Extra credits 3-5%: attending China-related talks on campus, conducting academic research using first-hand Chinese resources.

**Tentative Schedule**  
**(Spring, 2023)**  
**(1/12/2023)**

<u>Week</u>	<u>Date</u>	<u>Content</u>
<b>1</b>	1/12/Thursday	同学自我介绍, 课程介绍, 比较东西方文化, 什么是人类命运共同体
		周末: 没有作业, 买《高级经贸汉语》课本, 下周二正式上课, 在 Padlet 上向同学们介绍自己
<b>2</b>	1/17/Tuesday	Day 1: 《高级经贸汉语》: Unit 3 Chapter 1(U3C1): Cultural Differences between East and West and Their Reflection in Management Styles
	1/19/Thursday	东西方文化与企业管理差异 (pp 122-126)  Day 2: 《高级经贸汉语》 Unit 3 Chapter 1(U3C1): Cultural Differences between East and West and Their Reflection in Management Styles 东西方文化与企业管理差异 (pp 126-129)  周末作业 (1) 观看电影 美国工厂 (2019 Netflix) 一个中国/亚洲公司在美国设厂要注意哪些跨文化的不同? 怎么管理? 600-1000 字心得 (电影点评, due 1/22/Sunday 10pm)
<b>3</b>	1/24/Tuesday	Day 1: U3C2: 美日企业管理比较
	1/26/Thursday	Comparisons and Contrasts of American and Japanese Management Method  Day 2: U3C1 and U3C2 补充阅读  周末作业 (2) U3C1 and U3C2 language Exercises (手写, due 1/31/Tuesday in class)
<b>4</b>	1/31/Tuesday	Day 1: Day 1: U3C3: 中国的企业管理变革
	2/2/Thursday	Three Stages of Management Reform  Day 2: 口头报告 (1) 经济特区 (15%)  周末作业 (3): 中国最理想的投资地区、中国的区域经济 (600~1000 字点评与心得, 小字报, due 2/5/Sunday 10pm)
<b>5</b>	2/7/Tuesday	Day 1: U3C4: 中国企业的营销创新
	2/9/Thursday	Marketing for Chinese Companies  Day 2: U3C3 and U3C4 补充阅读

		周末作业 (4) : U3C3, U3C4 language exercises (手写 due 2/14/Tuesday at one-on-one meeting)
6	2/14/Tuesday 2/16/Thursday	Day 1: 第三單元课文朗读 (5%) Zoom meeting Day 2: 第三單元 考試 (15%)
7	2/21/Tuesday 2/23/Thursday	Day 1: U4C1: 中国的资本市场 China's Capital Market,  Day 2: TBA—Field trip day preparation & Business Laws in China
		周末作业 (5) : 2008 年的华尔街金融风暴 (视频点评, 600-1000 字 due 2/26/Sunday 10pm)
8	2/28/Tuesday 3/2/Thursday	Day 1 preparation of oral report : Business Laws in China  Day 2: 口头报告 (2) 中国商业法规 15% 法律报告: 药品管理法、环境保护法、知识产权法、劳动法、反垄断法
	3/4/-3/12 春假	推荐电影: 我不是药神 (中国 2018, Dying to Survive)
		周末作业 (6) : 商业法律介绍和案例写作 (3/12/Sunday 10PM due 1000~1200 字 on Padlet)
9	3/14/Tuesday 3/16/Thursday	Day 1: U4C2: 风险投资 Venture Capital Day 2: U4C3: 美国与国际金融格局 The American Economy and the Global Financial Market
		周末作业 (7) : U4C1, U4C2, U4C3 Language Exercises (due 3/19/Sunday 10pm via Canvas)
10	3/21/Tuesday 3/23/Thursday 3/24/Friday	Day 1: U4C4: 泰国的金融发展与危机 Financial Crisis in Thailand  Day 2: 中国的 5 大银行研究 revised: 观看金融危机视频
		Friday: Field trip to Bank of Communications in NYC
11	3/28/Tuesday 3/30/Thursday	Day 1: U5C1 中国未来十年上演西方百年并购史 Mergers and Acquisitions in China  Day 2: U5C2 柯达收购 Kodak's Acquisition in China
		周末作业 (8) : U4C4, U5C1, language Exercises (due on 4/2/Sunday 10PM submitted via Canvas)
12	4/4/Tuesday 4/6/Thursday	Day 1: Reading and Speaking Assessment (5%) Day 2: Unit 4 & 5 Exam (15%)

13	4/11/Tuesday 4/13/Thursday	No Homework
		Day 1: Lesson 12 商业道德与社会责任 Day 2: Final Project Preparation (准备 1) 宾大青年企业家商业计划书介绍和分组
14	4/18/Tuesday 4/20/Thursday	No Homework
		Day 1: Final Project Preparation (准备 2 Zoom) 宾大青年企业家商业计划书  Day 2 Final Project Presentation 商业计划书 (报告 1) 宾大青年企业家商业计划书
15	4/25/Tuesday 4/26/Wed	Day 1: Final Project Presentation 商业计划书 (报告 2)
	4/27/Thursday	Make Final Project in MP 4 or video format for investor viewing due at 12 Noon (电子版和纸面版) <b>学期结束</b>