

University of Pennsylvania
Department of East Asian Languages and Civilizations

CHIN 0860 Business Chinese I 商务汉语 上 (Fall 2023)

*The posted syllabus is for 2023 and it is subject to change in Fall 2024 depending on course design, time and student background.

Instructors:

Dr. Mien-hwa Chiang 蒋冕华 (mhchiang@sas.upenn.edu) Williams Hall 702

Jing Hu 胡静 (hujing3@sas.upenn.edu) Williams Hall 702

Dr. Jiajia Wang 王嘉佳 (jiajia@sas.upenn.edu) Williams Hall 704

Section 001: MW 10:15-11:44AM WILL 705 (蒋老师) Office Hours: TBA

Section 002: MW 3:30-4:59 PM DRLB 4E9 (胡老师) Office Hours: TBA

Section 680: TR 3:30-4:59PM DRLB 2C4 (王老师) Office Hours: TBA

Course Canvas Site: All course materials, including syllabus, semester schedule and course related handouts, are posted on the course Canvas website. Please check the Canvas site regularly.

Textbook:

史中琦主编, 2015. 《商务中文案例教程, 策略卷》, 北京, 中译出版社。

征得出版社和编者同意, 由编者在美国发行。With permission of the publisher and the editor, the textbook is reprinted in the US for \$50 per copy, including the delivery. Students should purchase the textbook from the course instructor.

Audio files: use App Spotify, search Advanced Business Chinese, Textbook Audio

Course Description:

Objective: This course is aimed to enhance students' language skills in a business context and to promote their understanding about the business environment and culture in contemporary China by studying real business cases. The forms of classes include linguistic practices, analysis of business cases, student presentations, video viewing and a field trip. Class will be conducted primarily in Chinese and students are expected to speak Chinese only during the class meetings. By the end of the semester, students are expected to (a) gain vocabulary and fluency in Chinese to function more confidently and comfortably in international business settings; (b) gain awareness of contemporary Chinese market and the Chinese business world; (c) be able to research and interpret business news and information in Chinese.

Prerequisite: CHIN 0520 (Chin 231), CHIN 0700 (Chin 311) or permission of the instructor based on student's linguistic proficiency level.

Methodology: We plan to study 8 business cases this semester, and each case has about 700~900 Chinese words. The instructor will divide the lesson text into extensive reading and intensive

reading. Extensive reading exposes you to the general knowledge and understanding of the materials being read, whereas the intensive reading trains you to acquire specific linguistic patterns and master professional vocabulary so that you may use these linguistic terms in other contexts.

We will spend four class meetings to cover one unit (单元). In general, Day One is for vocab practice, vocab quiz and background information, Day Two case 1, Day Three case 2, and Day Four, linguistic exercises, discussion and quiz. In terms of handwriting and typing, the strategy is to handwrite phrases and words and to type paragraphs and essays. Professionally, Chinese people use both handwriting and typing for different functions. To deepen our understanding of Chinese business in the US, we will visit American Flooring LLC, in Pittston, Pennsylvania, on November 18, Saturday.

精读、略读并存；笔写、电写并用；百闻不如一见

Course Requirements:

Attendance & Participation (10%)

As CHIN 0860 is a language course requiring interactive communication in the target language, it is essential to attend class meetings, actively participate in class activities, and keep up with all course work to achieve the learning goals. Student will be deducted 1 point from their participation grade of each **unexplained and undocumented absence beyond the first three class meetings**. If you miss a class, it is your own responsibility to find out what material was covered during your absence. Please be punctual. Attending class 15 minutes after the beginning of class will be regarded as being late. Three late arrivals will be regarded as one unexplained absence. The participation grade is based on the student's active engagement in class activities. Usage of digital devices is limited to class-related activities acknowledged by the instructor.

Preview (10%) Completion of new vocabulary writing and video viewing before class meetings are essential for successful language and case learning. The instructor expects the students to be familiar with the new vocabulary and have some understanding of the new cases to be introduced. As to the video assignment, it could be a recording or typed essay summarizing the watched video. Students must post the video assignment on Padlet before class to receive Padlet posting points.

Quizzes (15%) and Exams (30%) There will be preview vocabulary quizzes before each new unit and a review quiz at the end of each unit. At the end of every two or three units, there will be a 90-minute mid-term exam. No make-up quizzes or exams will be allowed unless you have your instructor's approval in advance. Make-up may not receive full credit.

Presentations (15%) There will be two oral presentations this semester. Students are expected to present in Chinese with PPT as in a real business work environment. The first report is about an American company's investment in China and the second on various Chinese industrial development (行业发展). Please collaborate closely with your instructor and teammates. After listening to all the reports, students will be asked to post their 500–600-word feedback or comments on the presentations through Padlet for practicing writing, reading and summarizing skills. Each presentation is graded by the components of: (1) preparation, (2) presentation, and (3) feedback writing.

Final Project (10%) Final research and presentation is to explore well-known Chinese brands in the world. After listening to all the reports, students will be asked to write a 600–1000-word essay to conclude the semester’s learning. This may be a research presentation by one or two people, depending on class size.

Homework (10%): Graded homework will be due on the due date as indicated on the semester schedule and will be graded on a 10-point scale. On-time submission is considered a part of your class performance. The first two homework will be hand-written; after the first mid-term, homework can be typed.

Class Rules: This is a language class that requires interactive communication in the target language. Please maximize your opportunity to speak Chinese in the class and outside the class. Any degree of violation of the Academic Code will result in a failing grade and disciplinary action by the university.

Academic Integrity

Students who violate the [University’s Code of Academic Integrity](#) will be sanctioned accordingly. These sanctions can include a course grade of F or expulsion from the University. **Violations include plagiarism (using part or all of someone else’s ideas or language without proper citation), cheating (copying any part of an assignment or test including homework from another student or source), fabricating data or sources, and submitting a paper that has been used in another course without first obtaining permission from the instructor.** Please read the entire code, which can be found at: http://www.upenn.edu/academicintegrity/ai_codeofacademicintegrity.html

Generative AI Contribution

Research has found that there is a heightening temptation for language learners to use AI translation and AI essay writing. Let’s remember learning to think, to read, to research, and to communicate in Chinese for yourself is why you are here. AI-generated answers are prohibited for homework, quizzes and exams. In this class, we have two assignments to experiment with AI, to have some fun and to evaluate the content, language, and attitude of the tool. All work submitted on this course must be your own. **Contributions from anyone or anything else, including AI sources for your oral presentation, must be properly quoted and cited every time they are used.** Failure to do so constitutes an academic integrity violation. Once in a while, the instructor will call a student to her office to talk about a piece of submitted work in person, so to check on any violations of Penn Academic Integrity.

Your grade in this course will be based strictly on the following components.

Attendance & Participation	10%
8 Preview and Review Quizzes	15%
5 Handwriting Vocab Ex & Video Watching Assignments	10%
5 Homework	10%
2 Mid-term Exams	30%
2 Oral Presentations	15% (presentation, preparation, Padlet feedback)
1 Final Project Presentation	10% (presentation, preparation, typed essay)

A: 94-100; A-: 90-93; B+: 86-89; B: 83-85; B-80-82; C+: 77-79; C: 73-76; C-: 70-72;

D+: 65-69; D: 60-64; F: 59 or below.

2024 EALC Special Note

Students should enroll in the language course that corresponds to their demonstrated proficiency levels. One will not receive credit for any courses taken at a level lower than that is indicated by placement score or prior course work.