COURSE INFORMATION
Course number and title: LC 321 Business Chinese I
Hours: 3 hours 3 credits
Prerequisite: Foreign Language Placement

DESCRIPTION:
This course is designed for advanced speakers of Chinese. The curriculum provides advanced training in Chinese speaking, reading and writing skills using original business related materials. The emphasis of the course is on the mastery of general vocabulary and language structures used in the area of business. Social and behavioral cultural codes are also covered.

CURRICULA FOR WHICH THIS COURSE IS REQUIRED
This course will satisfy an elective requirement for all degree programs and the Foreign Languages requirement for any curriculum at the College.

GENERAL EDUCATION OBJECTIVES
Students will be able to:
- communicate effectively in a specialized setting in Chinese;
- integrate language skills with the knowledge of business/economics;
- work collaboratively in diverse groups directed at accomplishing learning objectives;
- use analytical reasoning to identify issues or problems and evaluate evidence in order to make informed decisions.

COURSE OBJECTIVES AND EXPECTED STUDENT OUTCOMES

| Students will demonstrate a command of the technical vocabulary and the language structures needed to conduct business in China or with native speakers of Chinese. |
| Reading and writing in Chinese, students will demonstrate their understanding of concepts of business, economics, and commerce, especially as practiced in China. |
| Students will use their proficiency in Chinese to demonstrate their understanding of social etiquette in business conduct. |
| Students will write research reports, in Chinese, about the current Chinese economic and business climate, business laws and regulations, resources and environment, and business case studies. |

EVALUATION METHODS
Students will be evaluated on:
- how clearly and effectively they communicate using technical business language in Chinese;
- how well they develop their writing assignments, in Chinese, to present a focused response with coherent connections;
c. their degree of understanding of the field of business as shown through summary, explanation, and oral presentations, in Chinese, of relevant material.

SUMMARY OF MAIN TOPICS COVERED IN THE COURSE

- Students will read and discuss business and economic texts, such as conducting a market survey, recruiting talent, seeking a business partner, etc., in Chinese.
- Students will describe and discuss Chinese vocabulary and language structures used in real life business situations in Chinese demonstrated in recordings and video clips.
- Students will practice writing skills with short writing assignments, projects and essay exams on business related topics.

REQUIRED TEXTS


CALENDAR

In each lesson students will learn a set of vocabulary related to the topic of that lesson as well as different styles of language and their respective business functions. They will also learn formal expressions, colloquial expressions, word collocations, idiomatic phrases and proverbs frequently used in business discussions. In addition, they will learn some general rules of business communication that are conventions of the Chinese business world.

Week 1: Course overview & Lesson 1 Conducting a Market Survey

Week 2: Lesson 2 Recruiting Talent (Human Resources)

Exam 1

Week 3: Lesson 3 Seeking a Business Partner

Week 4: Lesson 4 Creating an Advertising and Promotion Plan

Exam 2

Week 5: Lesson 5 Investing in Real Estate

Week 6: Lesson 6 Investing in Stocks

Exam 3

Week 7: Lesson 7 E-commerce & Lesson 8 Seeking Approval from Environmental Protection Authorities

Week 8: Lesson 9 Resolving Contract Disputes

Exam 4
Week 9: Lesson 10 Intellectual Property Rights 知识产权

Week 10: Lesson 11 Added Investment 追加投资
Exam 5

Week 11: Lesson 12 Mergers and Acquisitions 企业并购

Week 12: Lesson 13 Financial Audit 财务清查 & Lesson 14 Life Insurance 平安保险
Exam 6

Week 13: Lesson 15 Business Strategy 企业战略

Week 14: Lesson 16 Establishing a Restaurant Chain 餐饮连锁店

Week 15: Oral presentation of the final project, general review and final exam.

ACADEMIC INTEGRITY POLICY
The Foreign Language Department abides by Queensborough Community College Policy regarding Academic Integrity. Cheating on a quiz or exam as well as the act of plagiarizing (stealing the words or ideas of another) will result in an F grade for the course. It may also lead to suspension or dismissal from the College. For more details, refer to the Academic Integrity Policy stated in the 2011-2013 College Catalogue, p. 43.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES
Any student who needs specific accommodations based on the impact of a disability should register with the office of Services for Students with Disabilities (SSD) to be eligible for accommodations that are determined on an individual basis. The SSD office is located in the Science Building, room S132 (718-631-6257). Students should also contact their instructor privately to discuss their specific needs.