

**Spring 2016 CHI 3440 Section 043A Business Chinese MWF 5th period (11:45 am-12:35 pm)
FAC 127**

**Instructor: Elinore Fresh Email: efresh@ufl.edu
Office: Pugh Hall 356 Office Hours: W, TH 2:15 - 3:45pm**

Course Description

This course introduces learners of Chinese to the culture, commerce, and etiquette in Chinese society. It emphasizes various business situational dialogues. Students will acquire a working knowledge of the vocabulary and expressions that are essential for business transactions. In addition, students will learn important protocol issues like gift giving and banquet etiquette, and become more aware of cultural issues such as "face (*mianzi*)" and "connections (*guanxi*)" in China. Students will also learn culturally applicable business strategies and understand Chinese people's expectations, concerns and needs.

Course Objectives

Students should attain the abilities:

1. to use correct vocabulary/expressions and appropriate manners to hold business conversations
2. to conduct oral business presentations
3. to design business cards, resumes, survey questionnaires, ads and contracts
4. to acquire basic knowledge of Chinese socio-cultural values, which often inform Chinese ways of doing business

Required Textbook

- Guan, Daoxiong and Yu, Hsiao-jung. (2000). *A Practical Business Chinese Reader* (Traditional-Simplified Character Edition). Beijing University Press. (available at the UF Bookstore)

Canvas E-Learning Course Site

Readings will be posted in Canvas to enhance course understanding.

Supplementary Materials

Seligman, Scott D. (1999). *Chinese Business Etiquette: A Guide to Protocol, Manners, and Culture in the People's Republic of China*. New York: Warner Books. (on reserve in Library West)

Map of China: <http://www.chinatownconnection.com/map-china.htm>

Grading System

10%-Class attendance and class discussions

15%-Role Play Presentations

10%-Homework Assignments

25%-Tests

20%-Mid-term

20%-Powerpoint Presentation and Portfolio

Presentation: Introduce yourself, your delegation, your company, your business plan, and your itinerary to visit your business partner in China

Portfolio: Include a cover letter, your partner's response letter, your company introduction, business plan (from the above presentation), business card, resume, business schedule, ad, contract and a description of the gifts you plan to buy for your business partner and the banquet (and seating chart) you have arranged in detail (menu, etc.). More explanation of expectations will be given in class.

Grading Scale

| | | | |
|----|--------|----|-------------|
| A | 90-100 | C | 70-73 |
| A- | 87-89 | C- | 67-69 |
| B+ | 84-86 | D+ | 64-66 |
| B | 80-83 | D | 60-63 |
| B- | 77-79 | D- | 57-59 |
| C+ | 74-76 | E | 56 or below |

Class and University Policies

Attendance and Participation

Your attendance and participation in this class will be evaluated. If you miss a class, “catching up” is not always possible because events are often spontaneous and discussion-driven. In other words, if you fall behind, you will probably stay behind.

You are allowed THREE absences. Each absence after three will result in a reduction of your grade by one-half of a letter grade (i.e., a fourth absence will turn an A into an A- and a fifth absence will turn an A- into a B+). Only absences involving university-sponsored events or medical emergencies will be excused. In this case, official documents from UF or a hospital need to be provided.

You should come to class on time. If you do arrive late, please come in as quietly as possible and begin work quickly. (After class, you must make sure that I change my attendance record to reflect that you attended after all.) Three tardies (10 minutes late to class) equal one absence. If you are more than 15 minutes late, it will count as an absence for the entire class session. Attendance will be taken at the beginning of class. If you leave class more than 15 minutes early, you will be charged for one absence unless previously discussed with me.

Important Note:

- *Turn in all work by the deadline, even if the deadline falls on a day that you are taking as an excused absence. To be fair to everyone, assignments cannot be turned in late or made up unless you have official documentation from UF or a medical facility. No extra credit will be given.*
- *Take responsibility for getting any notes and handouts that you miss due to absence.*
- *Inform me as early as possible in advance if you will miss class.*

Classroom Demeanor

Diverse student backgrounds combined with new and perhaps unusual ideas require us to be aware of perspectives that differ from our own. We are all free to speak our minds, but always with respect. Talking during class time or any other general pattern of disturbing others’ opportunities to learn will not be tolerated. Harassment of any kind will not be tolerated. For clear definitions and penalties of harassment, see: <http://www.aa.ufl.edu/aa/affact/harass/>. Cell phones, pagers, laptops and other electronic devices must be turned off and put away during class time.

Academic Honesty

As a University of Florida student, your performance is governed by the UF Honor Code, available in its full form at <http://www.registrar.ufl.edu/catalog/policies/students.html> . The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation. Visit <http://www.dso.ufl.edu/judicial/procedures/academicguide.php> for more detail.

Plagiarism

Plagiarism is a serious violation of the student academic honor code. You commit plagiarism when you present the ideas or words of someone else as your own. You commit plagiarism if you use any of the following without crediting the course:

- Any part of another person's essay, speech, or ideas
- Any part of an article in a magazine, journal, newspaper, book, encyclopedia, CD-ROM, online web page, etc.
- Any idea from another person or writer, even if you express that idea in your own words

Important note:

There should never be a time when you copy and paste something from the Internet and do not provide the exact location from which it came. Also, all acts of willful plagiarism will result in failure of the assignment/exam and the entire course.

Students with Physical Disabilities

“Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.”

Individual Attention

Whenever you have questions or concerns, please do not hesitate to get in touch with me and/or visit my office and/or make an appointment to see me. You can also email me your question; if the question applies to the whole class, then send the question a couple of days before class so I can prepare an answer or reorganize what I intend to teach for the day, if necessary.

TENTATIVE SCHEDULE (subject to change)

| WEEK | DATE | In Class | ASSIGNMENT |
|------|--------|----------------------------------------------------------------------------|----------------------------------------------------|
| 1 | 1/6 W | Intro to Syllabus and China | |
| | 1/8 | 名片, 简历/簡歷, L1 到达中国/到達中國 | Seligman (1999, pp. 13-43) |
| 2 | 1/11M | L1 到达中国/到達中國 (cont.) Perform Role Play 1: p. 13, 3. A or B- pick one | |
| | 1/13 | L1 到达中国/到達中國 (cont.) p.6 I. 1, 2... | |
| | 1/15 | L2 在旅馆/在旅館 | HW 1 due-p.11:III, 1, 2 |
| 3 | 1/18 M | NO CLASSES: MLK | |
| | 1/20 | L2 在旅馆/在旅館 | HW 1.2, p. 25, III.1, 2; IV., 1-8 |
| | 1/22 | L2 在旅馆/在旅館 Perform Role play 2 based on p. 26. IV. 2. (1); 介绍信/介紹信 | |
| 4 | 1/25 M | L3 正式见面/正式見面 p. 39 part 4, 1 | HW 3 Business card and resume due p. 39, IV. 2. |
| | 1/27 | L3 正式见面/正式見面 | |

| | | | |
|----|----------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| | 1/29 | L3 正式见面/正式見面 In class p. 38, III., 1. (1-2) | HW 4 due L3 p. 40 (3) |
| 5 | 2/1 M | L3 正式见面/正式見面 | |
| | 2/3 | L4 日程安排/日程安排 | |
| | 2/5 | L4 日程安排/日程安排 | HW 5 Cover letter due |
| 6 | 2/8 M | L4 行程; Perform Role play 3 | Chinese New Year (Monkey) |
| | 2/10 | Test#1 L1-4 | |
| | 2/12 | L5 出席宴会/出席宴會 | HW 6 p. 52 IV, 3.& Business schedule due |
| 7 | 2/15 M | L 5 出席宴会/出席宴會 | |
| | 2/17 | L 5 出席宴会/出席宴會 | Seligman (1999, pp. 132-165) |
| | 2/19 | L9 文化异同/文化異同 | Seligman (1999, pp. 132-165) |
| 8 | 2/22 M | 菜单/菜单; Perform Role play 4 p. 66, IV. 4 include sequence of food and four grammar patterns from L9 | HW 7 due p. 117, III., 1, 2 |
| | 2/24 | L9 文化异同/文化異同 | |
| | 2/26 | Test#2 L5, 9 | |
| 9 | 2/29-3/4 | NO CLASSES: SPRING BREAK | |
| 10 | 3/7 M | L6 初步洽谈/初步洽談 Perform Role play 5 p. 80, 1 or 2. | L6 初步洽谈/初步洽談 |
| | 3/9 | L8 货价单/貨價單 | |
| | 3/11 | L8 价格谈判/價格談判 | HW 8 due p. 107, IV. 3 |
| 11 | 3/14 M | | |
| | 3/16 | L8 价格谈判/價格談判 | Item price list due |
| | 3/18 | Test #3 L6, 8 | |
| 12 | 3/21 M | L10 交货和付款/交貨和付款 | |
| | 3/23 | L10 交货和付款/交貨和付款 | |
| | 3/25 | L11 销售代理/銷售代理 | HW 9 p. 137, IV. 2 due; Seligman (1999, pp. 180-196) |
| 13 | 3/28 M | L11 销售代理/銷售代理 Perform Role Play 6 p. 154 IV. 3. | |
| | 3/30 | Mid-term exam Oral, Listening | |
| | 4/1 | Mid-term exam L 6, 8, 10, 11 | |
| 14 | 4/4 M | L12 广告促销/廣告促銷; | Seligman (1999, pp. 212-231) |
| | 4/6 | L12 广告促销/廣告促銷 Perform Role Play 7 p. 169 IV. 3 | HW 10 due p. 163 I, 2., II. 1., 2 |
| | 4/8 | L12 广告促销/廣告促銷 | HW 11 Ad due p. 163 IV. 4 |
| 15 | 4/11 M | Test#4 L. 12 | |
| | 4/13 | L15 签订合同/簽訂合同 | |
| | 4/15 | L15 签订合同/簽訂合同 | HW 12 Contract due |
| 16 | 4/18 M | Presentations | Reminder: Please do online course evaluation. |
| | 4/20 | Presentations | Portfolio due ; Last Day of Class |