

## CHI 3440 Business Chinese Spring 2021 商業漢語

Time and Classroom: MWF 5 (11:45 am-12:35 pm)

Instructor: Shu-Han YEH, PhD (葉老師)

Office: 345 Pugh Hall

Credits: 3

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Office hours (will be held via Zoom): Tuesday 11:30 am-1 pm and Wednesday 1-2:30 pm

Prerequisite: CHI 2231 or equivalent

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### **Description:**

本課程着重于介绍一般企业中常见的贸易与商业行为，包含拜访客户、价格谈判、订定出货条件、广告与促销等等的商业活动。除此之外，部分关于中国经济情势、商业文化，中美经贸关系等主题文章也会以补充教材的形式，在课中进行讨论或作为课后学习材料。课堂进行方式以学生为主，通过教师的引导与讲授，进行语言练习及主题讨论。学生将被要求以多元化的方法学习，包括角色扮演、小组讨论、主题报告等等。

This course is aimed to improve your overall language skills. Most of the contents/materials will base on business occasions and economic-related discussions. Topics including meeting business partners, negotiating products prices, advertising and products promoting, signing contracts, etc. Besides the business and trading languages in Chinese, topics on Chinese business etiquettes, China's economic issues, and the challenges of international trading will be given as supplemental readings.

The course relies on learning tasks/projects to achieve the learning objective.

Discussions will be conducted on the content and other related issues of the reading materials. The discussions are not only to practice new vocabulary words and sentence structures, but also to develop your speaking skills through a variety of speaking genres, such as conversation practice, story-telling, abstract discussion, debate, and oral presentations.

### **Course Objectives:**

By the end of this course, you will be able to:

#### **Language goals**

- Expand business-related vocabulary.
- Use colloquial and formal expressions properly in speaking and writing.
- Comprehend authentic listening and reading materials on business/economic topics.
- Write short essays on simple social, economic, political and cultural topics.
- Develop a professional oral presentation. Present and defend different points of views.

#### **Content goals**

- Achieve a better understanding of Chinese value and attitudes of business. Familiarize with China's economic issues and challenges in a globalized business world.
- Connect with your own discipline and evaluate diverse perspectives on a given topic in Chinese.

**Required Textbook:**  
**A Practical Business Chinese Reader (Third Edition) Volume 1 and Volume 2**

*Daoxiong Guan. Peking University Press, 2018. ISBN: 9787301291320 and 9787301294925.*



**Course Requirements and Evaluation**

Evaluation provides each student multiple opportunities to demonstrate incremental skill development and accomplishment of goals over discreet segments of material. It provides feedback for both teaching and learning. Your grade will be based strictly on your scores in the categories below. To get a good final grade, you should work hard in each section. The weighting of the various factors comprising the final grade for the course is roughly as follows:

1. Class preparation, participation and performance:	10%
2. Quizzes:	15%
3. Homework:	15%
4. Midterm exam:	10%
5. Presentational speaking:	10%
6. Final project:	20%
7. Final Exam:	20%

**Class preparation, participation and performance:** Attendance is essential part of the class and all students are expected to attend class every Monday, Wednesday and Friday. A course is a process that includes lectures, classroom discussion, and assignments that begins the first day of class and continues throughout the semester. If for some reason you are absent, it is your responsibility to confirm your next assignment, collect missing handouts and other class information. **Every five unexcused absences will result in a five percent reduction of the final course grade.** Medical related absences including disability related absences **may not exceed 10 class times** due to interfering with the essential course requirements. Each additional medical related absence after the 10th will result in 1-point deduction from the final score. **For an excused absence:** You need to contact the office of the Dean of Students at [dsocares@dso.ufl.edu](mailto:dsocares@dso.ufl.edu) by email or call 352-294-2273 to request assistance by phone. The office of the Dean of Students will alert your instructor and certify the related documentation. Students who work with the Dean of Students Office or are registered with the Disability Resource Center are responsible for providing related documentation.

**Quizzes and Exams:** Quizzes and exams give students chances to synthesize and consolidate their understanding of knowledge, meanwhile they help instructors to evaluate teaching and make according instructional changes and adjustments. No early or late final examination will be permitted either before or after the scheduled date and time.

**Homework Assignments:** Homework is a critical part of this course; frequent structured writing assignments are integral to your success in this class. Unless otherwise indicated,

most homework assignments should be neatly handwritten and submit in a timely fashion at the beginning of class to receive credit. Late homework assignments will be corrected but no points will be given.

**Presentational speaking:** Presentational speaking exercises include oral assignments to be checked in class. They can be reports, discussions, pair work, group work, memorization and so on. The topic and format of the oral work will be made known to the students when the assignment is given. For all oral work, students must do it in a natural talk manner. Reading aloud a script is not allowed. However, students may use an outline as a reminder.

**Final project:** The final project includes two parts: research paper and oral presentation. The topic of your choice for your project is due March 12; the first draft is due March 26, and the final version April 2.

**Research Paper:** You will write a 5-page paper in Chinese. Your research topic should be relevant to what has been covered during the semester and your majors. The content may include: what is the problem being studied and why it is important, what are the research and findings regarding this problem, what are the implications for policy makers/practitioners. You are highly encouraged to use the expressions and sentence structures covered in this course to deliver more cohesive writing.

**Oral Presentation:** Present your research to the class. Prepare an 8-10 minutes long coherent oral report and take questions from your classmates and the instructor. This task will be Zoom-recorded for grading only. Please submit a copy of PPT to the instructor after your presentation. PPT will also be part of your grades.

### **Makeup Policy**

Make-up tests, quizzes, homework, and oral presentations (individual and group) are given strictly to those with valid proof of illness, emergency and approved school activities. Official documentation must be provided for the **exact date of absence**. Pre-arranged make-ups are only for official activities, not for personal activities.

In addition to an official document, the instructor must be contacted by email before the class time and a make-up section must be scheduled **within three class days** after the student's return to class. It is important not to miss the group presentations as other members in the group can be affected. **Also see Class preparation, participation and performance.**

**There will be no make-ups for any quiz, test, or oral presentation if any of the above requirements is not fulfilled.**

### **Grading Scale**

A=93-100%; A-=90-92%; B+=87-89%; B=83-86%; B-=80-82%; C+=77-79%; C=73-76%; C-=70-72%; D+=67-69%; D=63-66%; D-=60-62%; E=below 60%. S is equivalent to C or better.

### **Passing Grades and Grade Points**

According to university guidelines, letter grades will convert to GPA as follows: A = 4.0; A- = 3.67; B+ = 3.33; B = 3; B- = 2.67; C+ = 2.33; C = 2.0; C- = 1.67; D+ = 1.33; D = 1.0; D- = .67; E = 0; WF = 0; I = 0; NG = 0; S-U = 0

**A grade of C- is not a qualifying grade for major, minor, Gen Ed, or College Basic distribution credit.** More information on UF grading policy may be found at:

[UF Graduate Catalog](#)  
[Grades and Grading Policies](#)

### **Links and Policies**

**Religious holidays:** Students shall be excused from class to observe a religious holy day of their faith upon prior notification to their instructors. Students shall be permitted to make up the material or activities covered in their absence and shall not be penalized.

Please refer to attendance policies at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/#religiousholidaystext>

### **Students Requiring Accommodations**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

### **Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing [online evaluations](#). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students on the [Gator Evals page](#).

### **University Honesty Policy**

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

### **Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Student Privacy**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

### **Campus Resources:**

#### *Health and Wellness*

##### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575 so that a team member can reach out to the student.

**Counseling and Wellness Center:** [counseling.ufl.edu/cwc](http://counseling.ufl.edu/cwc), and 352-392-1575; and the University Police Department: 352-392-1111 or 9-1-1 for emergencies.

##### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center, 352-392-1161.

**University Police Department** at 352-392-1111 (or 9-1-1 for emergencies), or [police.ufl.edu](http://police.ufl.edu).

### **Academic Resources**

[E-learning technical support](#), 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

[Career Resource Center](#), Reitz Union, 392-1601. Career assistance and counseling.

[Library Support](#), Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#), Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.

[Writing Studio](#), 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

[Student Complaints Campus](#)

[On-Line Students Complaints](#)

## 商业汉语进度表

(若有需要將適度調整)

A Practical Business Chinese Reader Volume 1			
		in class	after class
Week 1	1/11 星期一	Class Introduction Ice break activities	
	1/13 星期三	第三课 正式见面 Formal Meeting (一) 对话 Dialogue p.48 1. 问候和介绍 Greetings and Introductions	
	1/15 星期五	(一) 对话 Dialogue p.48 1. 问候和介绍 Greetings and Introductions	Role play (due next class, see <i>Homework 1</i> )
		in class	after class
Week 2	1/18 星期一	放假	
	1/20 星期三	Role play (一) 对话 Dialogue p.49 2. 说明访问目的 Explaining the Objectives of the Visit	
	1/22 星期五	(一) 对话 Dialogue p.49 2. 说明访问目的 Explaining the Objectives of the Visit	
		in class	after class
Week 3	1/25 星期一	(二) 阅读短文 Reading Passage p.53 宾主见面的礼仪 Etiquette of Meeting for Guests and Hosts <b>Vocabulary quiz (L3)</b>	Homework (due next class, see <i>Homework 2</i> )
	1/27 星期三	Homework due 第五课 出席宴会 Attending a Banquet (一) 对话 Dialogue p.89 1. 请坐、请坐、请上座 Please Take the Seats of Honor	
	1/29 星期五	(一) 对话 Dialogue p.89 1. 请坐、请坐、请上座 Please Take the Seats of Honor	Role play (due next class, see <i>Homework 3</i> )
		in class	after class
Week 4	2/1 星期一	Role play (一) 对话 Dialogue p.90 2. 干杯，干杯！Cheers!	
	2/3 星期三	(一) 对话 Dialogue p.90 2. 干杯，干杯！Cheers!	

	2/5 星期五	(二) 阅读短文 Reading Passage p.94 中国人的宴会 Chinese Banquets <b>Vocabulary quiz (L5)</b>	Presentational speaking (due next class, see <i>Homework 4</i> )
		in class	after class
Week 5	2/8 星期一	Presentational speaking: Chinese Banquets	Homework (due next class, see <i>Homework 5</i> )
	2/10 星期三	Homework due 第八课 价格谈判 Price Negotiations (一) 对话 Dialogue p.151 1. 谈判成功 Successful Negotiations	
	2/12 星期五	(一) 对话 Dialogue p.151 1. 谈判成功 Successful Negotiations	Role play (due next class, see <i>Homework 6</i> )
		in class	after class
Week 6	2/15 星期一	Role play (一) 对话 Dialogue p.152 2. 谈判失败 Failed Negotiations	
	2/17 星期三	(一) 对话 Dialogue p.152 2. 谈判失败 Failed Negotiations	
	2/19 星期五	(二) 阅读短文 Reading Passage p.156 讨价还价 Bargaining <b>Vocabulary quiz (L8)</b>	Homework (due next class, see <i>Homework 7</i> )
A Practical Business Chinese Reader Volume 2			
		in class	after class
Week 7	2/22 星期一	Homework due 復習 L3, L5 and L8	
	2/24 星期三	<b>Midterm exam (Lessons 3, 5 &amp; 8)</b>	
	2/26 星期五	第十一课 广告与促销 Advertising and Sales Promotion (一) 对话 Dialogue p.50 1. 广告策划 Advertisement Planning	
		in class	after class
Week 8	3/1 星期一	(一) 对话 Dialogue p.50 1. 广告策划 Advertisement Planning	Role play (due next class, see <i>Homework 8</i> )
	3/3 星期三	Role play (一) 对话 Dialogue p.51 2. 销售策略 Sales Strategy	
	3/5 星期五	(一) 对话 Dialogue p.51 2. 销售策略 Sales Strategy	

		in class	after class
Week 9	3/8 星期一	(二) 阅读短文 Reading Passage p.55 广告和中国人的心理 Advertisements and the Chinese Mentality <b>Vocabulary quiz (L11)</b>	Homework (due next class, see <i>Homework 9</i> )
	3/10 星期三	Homework due 第十二课 在交易会 At a Trade Fair (一) 对话 Dialogue p.74 1. 在家电展区 At the Exhibition Zone of Household Appliances	
	3/12 星期五	(一) 对话 Dialogue p.74 1. 在家电展区 At the Exhibition Zone of Household Appliances <b>Topic of your final project is due</b>	Role play (due next class, see <i>Homework 10</i> )
		in class	after class
Week 10	3/15 星期一	Role play (一) 对话 Dialogue p.75 2. 在纺织、服装展区 At the Exhibition Zone of Textile and Clothing	
	3/17 星期三	(一) 对话 Dialogue p.75 2. 在纺织、服装展区 At the Exhibition Zone of Textile and Clothing	
	3/19 星期五	(二) 阅读短文 Reading Passage p.80 中国的交易会 Chinese Trade Fairs <b>Vocabulary quiz (L12)</b>	Homework (due next class, see <i>Homework 11</i> )
		in class	after class
Week 11	3/22 星期一	Homework due 第十三课 招聘面试 Job Interview (一) 对话 Dialogue / 97 1. 介绍个人背景 Introducing Personal Background	
	3/24 星期三	放假	
	3/26 星期五	(一) 对话 Dialogue pp.97-98 1. 介绍个人背景 Introducing Personal Background <b>1<sup>st</sup> draft of your final project is due</b>	Role play (due next class, see <i>Homework 12</i> )

		in class	after class
Week 12	3/29 星期一	(一) 对话 Dialogue pp.98-99 2. 经验和技能 Experiences and Skills	
	3/31 星期三	(一) 对话 Dialogue pp.98-99 2. 经验和技能 Experiences and Skills	
	4/2 星期五	(二) 阅读短文 Reading Passage p.103 <b>Vocabulary quiz (L13)</b> <b>Final draft of your oral presentation project is due</b>	Presentational speaking: (due next class, see <i>Homework 13</i> )
		in class	after class
Week 13	4/5 星期一	Presentational speaking: Job Interviews	Homework (due next class, see <i>Homework 14</i> )
	4/7 星期三	Homework due 第十六课 饯行告别 Farewell Dinner (一) 对话 Dialogue pp.164-165 1. 在告别晚宴上 At the Farewell Banquet	
	4/9 星期五	(一) 对话 Dialogue pp.164-165 1. 在告别晚宴上 At the Farewell Banquet	Presentational speaking (due next class, see <i>Homework 15</i> )
		in class	after class
Week 14	4/12 星期一	Presentational speaking: the philosophy of gifts in Chinese culture	
	4/14 星期三	(一) 对话 Dialogue pp. 165-166 2. 话别、赠送礼品 Parting Words and the Presentation of Gifts	
	4/16 星期五	(二) 阅读短文 Reading Passage p.169 建立可靠的长期合作关系	Homework: Review Exercises (due next class, see <i>Homework 16</i> )
		in class	after class
Week 15	4/19 星期一	Homework due Class Presentations Group 1	
	4/21 星期三	Class Presentations Group 2	

Final Exam (lesson 11, 12, 13 and 16): **April 30<sup>th</sup>, 7:30 - 9:30 a.m.**