

Course Outline: Advanced Chinese for Business

DEPARTMENT OF LANGUAGES, LITERATURES AND LINGUISTICS

Course Code

AP/CH 4050 6.0 Advanced Chinese for Business

Course Description

The course is devoted to the specialized language of commercial and business-related subjects. Materials include a text of formal conversations on typical business transactions, newspaper and journal articles as well as TV news broadcasts on foreign trade and economic development in the world. Students achieve familiarity with the technical language and business etiquette. They report in spoken and written Chinese on recent economic developments based on their own research using sources in Chinese.

Course Delivery

Delivery Mode: LECT

After successful completion of the course, students should have:

1. An enriched Chinese business vocabulary;
2. The skill to carry on discussions of business issues in standard Chinese.

Course Materials

Text:

1. Yuan, Fangyuan, Advanced Business Chinese: Economy and Commerce in a Changing China and the Changing World. New Haven: Yale University Press, 2004
2. Online reading materials

examples of sample course materials assigned weekly

SRMs1, F2026 中国“入世”20年：谁改变了谁？

陈岩 BBC 中文记者 (2021 年 11 月 11 日；标题和小标题为教授所加，并有所删减)

1. 20 年前的昨天

“啪！”一位身穿白袍的阿拉伯官员手中的木槌落下，掌声响起。敲锤者是世界贸易组织（WTO）第四届部长级会议主席、卡塔尔财政、经济和贸易大臣卡迈勒，而这一刻标志着中国正式加入世界贸易组织。时间是 2001 年 11 月 10 日。

20 年光阴荏苒（ren2ran2）。

就在卡迈勒木槌下落的四个月前，时任国际奥委会主席萨马兰奇向全世界宣布 2008 年夏季奥运举办地，他打开信封念到：“Beijing”——北京，会场同样掌声四起。

“入世”与“申奥”，20 年前的这两个画面印刻在众多当代中国人的脑海中，成为深刻的集体记忆。北京奥运会被中国官方看作自我展示的绝佳契机，一如 1964 年的东京奥运和 1988 年的汉城奥运，文化相近的三个东方之国，都将举办奥运作为宣告“国家崛起”的宣讲台。

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Discussion Questions 问题

In the textbook

- (五) 根据课文判断对错 (p. 12)
- (六) 讨论 (p. 12)
- (七) 案例分析 (p. 12-13)

In SRMs1

1. 解释文章中加灰的词语。
2. 中国加入 WTO 的 20 年，为什么总是中美两国的“恩恩怨怨”占据焦点？

提示：从中国“入世”的过程，“入世”后经济的快速增长，对世界经济以及全球化进程的影响等方面展开思考和讨论。

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5. 结合文章的论点和你自己的观察，你对中国未来国际经贸发展的预测和前景是怎样的？
6. 根据全文的论述，就文章的题目进行辩论

正方：“入世”20 年，中国改变了世界

反方：“入世”20 年，世界改变了中国

观众：一半支持正方，一半支持反方

主持人：男女生各一位

Tentative Grade Breakdown and Deadlines

[Provide a breakdown of course components into individual assessments, including the weight of each assessment and anticipated date held or due date. Include whether assessments are held in-person or online or if they might be held outside of class time (e.g. evenings or weekends)]

Assessment	Weight	Mode	Tentative Deadline
Class participation & contribution	15%	In-person	The end of the course
Essay	15%	Take-home	The end of the course
Quizzes (2; each 5%)	10%	In-person	First one in the middle of the Fall Semester Second one in the middle of the Winter Semester
Written Tests (2; each 15%)	30%	In-person	One at the end of the Fall Semester, and one at the end of the Winter Semester
Oral presentations: (2; each 15%)	30%	In-person	One at the end of the Fall Semester, and one at the end of the Winter Semester
	100%		