CN497 BUSINESS CHINESE
(Subject to Change)

Instructor: Hong Zhang
Class meet: TTH 1:00-2:15 pm
Classroom: Lovejoy 319
Office: Lovejoy 430
Office Hrs.: Mondays through Thursdays 11:00-12:00, or by appt.
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Textbook
Business Chinese for Success – Real Cases from Real Companies, Fangyuan Yuan, Peking University Press, 2005

COURSE DESCRIPTION/OBJECTIVES:
Business Chinese is designed to give students exposure to China’s vibrant business scene and to enhance both their Chinese skills in the business context and their understanding about the social and cultural aspects of “doing business” in China and the impact of Chinese economy in the globalization era. The textbook chosen is based on real business cases from multinational companies that have successfully entered the Chinese market through adopting unique marketing strategies and also from large Chinese corporations that have entered the global market, especially the US. Through reading and discussing these cases and performing communicative tasks related to these cases, students will gain knowledge about the economic terms and marketing strategies, learn to use the language in real business settings, acquire basic skills in reading economic news in Chinese, and most importantly, have a better cultural awareness about the Chinese business world in the context of globalization.

Requirements:
You are required to preview the new lesson text and be able to answer questions based on the text prior to the start of a new lesson. You also need to preview new vocabulary for each new lesson and be ready for vocabulary quizzes on Tuesdays when we start new lessons. Each vocabulary quiz is worth 50 points.

Each time we meet for class, we will spend the first few minutes discussing current news. You will take turns to report news in class and the news coverage can be international, domestic, and Colby campus. Each time two students will do the news reporting independently, the students in charge of news reporting must prepare the handouts for the class that have both the news text and the glossary (See a news reporting sample).

In addition to regular homework assignments, you will have an independent research project on a topic of your own choice. I will give you more details about this independent report on Sept. 18. But you should decide a topic by Sept. 13. See my list of possible topics at the end of the syllabus. On Oct. 4 you will give a brief preliminary
outline of what research topic is about, what aspects your research will focus, and how you will find your sources. In the last week of class you will present your research report.

**Homework**

Homework assignments and out of class preparation are essential for successful participation and performance in class. Your homework will consist of five different types for each lesson: Pre-lesson questions (10 pts.); post-lesson grammar and lexicon exercises (15 pts.); role-play (working and graded in pairs, see the role-play handout for each role-play combination) (15 pts.), translation (15 pts.), and essay writing/market survey designing (15 pts.). Homework must be handed in **on time**, you will lose 10 percent for homework late for one day, 20 percent late for two days, and lose all points if late for more than three days.

**Attendance and Participation**

Attendance is mandatory, and preparation for class is a must. One unexcused absence will result in losing 3% of your attendance grade, two in 6 % and three in all attendance percentage. Five absences will result in a failing grade automatically. No make-up quizzes for unexcused absences. Missed quizzes due to health and other emergency reasons must be pre-arranged.

**Grading**

This is how your final grade will be calculated:

- Homework: 35%
- Quizzes: 25%
- News Reports: 5%
- Independent Report: 20%
- Attendance and Participation: 10%

**Chinese Table**

Tuesdays: 5:00-7:00 pm, Roberts Dining Hall Private Dining Room
Fridays: 12:00-2:00 pm, Dana Fairchild Room.

**Tutorials**

Sundays through Thursdays: 8:00-10:00 pm, Lovejoy 318.

**Possible Research Topics**

1. 中国汽车工业的发展 (Auto Industry in China)
2. 国外汽车制造商抢占中国市场（GM, Ford, Toyota, Honda, Kia, Hyundai…）
3. 中外合资企业 (Joint Ventures: 汽车制造，医药，食品，纺织。)
4. 摩托罗拉(Motorola) /诺基亚(Nokia)在中国的电信市场
5. 雅虎 (Yahoo) /谷歌(Google) 百度 (baidu)
6. 微软 (Microsoft)
7. 时尚杂志 (Elle, Cosmopolitan, Vogue…) 
8. 中国股市 (Stock market in China)
9. 中国玩具/家具/服装/电子产品出口 (Mattel, Nike, Gap, TV, DVD, iPod…)
10. 中国维他命(Vitamin)市场
11. 中国制药业(pharmaceutical industry)
12. 中国房地产(Real Estate in China)
13. 中国零售商行业竞争：沃尔玛，家乐福，麦德隆（Metro—Germany）
14. 仿冒品和知识产权(Piracy and Copyright)
15. 加入世贸组织对中国及世界经济的影响(WTO and China’s Economy)
16. 中国投资银行(Investment Banking in China)
17. 美中贸易关系和摩擦(Conflicts and Tensions of Sino-US Trades)