

Chinese for Business

Lecturer: Huimin Xie Ph.D.

Language

English

Course description and objectives

This course is for students who have acquired Chinese language and culture basics, in particular, the Romanized spelling system, pinyin and the writing system, Chinese characters. In this course, students will be guided through a series of topics in their “journey” in China as an expat: greetings at the work setting; self-introduction, socializing with colleagues; making inquiries; setting up appointments; visiting companies; dining and dining etiquette etc. Text and multi-media materials are used and authentic communicative tasks are implemented. At the end of the course, students are expected to be able to conduct conversations with sympathetic native speakers on the topics covered, understand the relevant Chinese socio-cultural norms, and comprehend related texts in Chinese characters.

Audience

The course is open to all students enrolled in Bocconi.
However, native speakers of Chinese are not allowed given the nature of the course.

Prerequisites

In order to attend the class in a productive way, students are advised they have some basic knowledge of Pinyin, the Romanized spelling system and recognize some basic Chinese characters.

Duration

20 hours

Teaching Mode

In-class sessions in physical presence. Online mode will not be provided.



Calendar

Lesson	Date	Time	Room
1	Tue 07/11/2023	18.15 - 19.45	N11 (Velodromo)
2	Wed 08/11/2023	18.15 - 19.45	N12 (Velodromo)
3	Thu 09/11/2023	18.15 - 19.45	N11 (Velodromo)
4	Tue 14/11/2023	18.15 - 19.45	N11 (Velodromo)
5	Thu 16/11/2023	18.15 - 19.45	N11 (Velodromo)
6	Tue 21/11/2023	18.15 - 19.45	N11 (Velodromo)
7	Thu 23/11/2023	18.15 - 19.45	N11 (Velodromo)
8	Tue 28/11/2023	18.15 - 19.45	N11 (Velodromo)
9	Thu 30/11/2023	18.15 - 19.45	N11 (Velodromo)
10	Tue 05/12/2023	18.15 - 19.45	N11 (Velodromo)

Syllabus of the course

Lessons	Contents	Details
LESSON 1	Course overview; Get to know each other; Greetings; Leave-taking;	<p>A. <u>Useful classroom expressions in Chinese;</u></p> <p>B. <u>Quick Review of Pinyin and Chinese Character strokes and radicals</u></p> <p>C. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Greet a coworker when meeting for the first time; 2) Greet a coworker at different times of the day. 3) Say goodbye appropriately during the conversation. <p>D. <u>Key grammatical structures and vocabularies:</u></p> <ol style="list-style-type: none"> 1) Different ways of forming interrogatives;

		2) Relevant key adjectives, verbs and pronouns;
		E. <u>Key cultural notes:</u>
		1) First name and last name;
		2) The importance of titles
Lesson 2	Introductions: Meeting the company manager; Meeting the company staff;	<p>A. <u>A Quick Review of Pinyin and Chinese Character Radicals</u></p> <p>B. <u>Functions:</u></p> <p>1) Conduct small talks when introduced to the manager for the first time;</p> <p>2) Seek information about company staff</p> <p>C. <u>Key grammatical structures and vocabularies:</u></p> <p>1) Relative Sentence structures used to introduce others and inquire place of origin;</p> <p>2) politeness devices 请问; modal verbs 会; quantifier 一点儿; questions particle 吧; structural particle 得;</p> <p>D. <u>Key cultural notes:</u></p> <p>1) Countries and languages;</p> <p>2) Key cities in China</p> <p>3) Language distributions in China</p>
Lesson 3	Family members and relatives; Marital Status; Family members and relatives;	<p>A. <u>Functions:</u></p> <p>1) Conduct small talks between colleagues who have got acquainted with each other;</p> <p>2) Ask someone's age in different ways;</p> <p>3) Talk about one's family, such as their relationship to you, their occupations, ages etc.</p> <p>4) Ask about someone else's family</p> <p>B. <u>Key grammatical structures and vocabularies:</u></p> <p>1) Conjunction 和; adverb 还; direction verbs 来, 去;</p>



- 2) Conceptual understanding of Aspect maker 了 and sentence final 了;
- 3) Alternative question, ...还是...; content question with 几;

C. Key cultural notes:

- 1) Being humble in the Chinese society;
- 2) Acceptable topics of small talks in China;
- 3) Kinship terms and the usage within and outside families

LESSON
4 Review and Practice

Review and practice:

- 1) Practice and role-play the scenarios covered;
- 2) Complete authentic communicative tasks;
- 3) Practice using vocabulary covered so far in contexts

The Company:
company types

A. Functions:

- 1) Introduce and talk briefly about your company: its size, type, location etc.

A. Key grammatical structures and vocabularies:

- 1) Verb phrase, 听说; verb 在; adverb 还

B. Key cultural notes:

- 1) Joint ventures and wholly owned foreign enterprises

The Company:
the size

A. Functions:

- 1) Count till 200;
- 2) Compare two or more people and things;

B. Key grammatical structures and vocabularies:

- 1) Content question with 多少
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<p>Inquiries: Inquire about someone's whereabouts</p>	<p>A. Functions:</p> <ol style="list-style-type: none"> (1) Inquire about someone's whereabouts; (2) Locate someone; (3) Express the distance between two locations; <p>B. Key grammatical structures and vocabularies:</p> <ol style="list-style-type: none"> (1) Modal verbs 能, 会, 可以 (2) Prepositional phrase 离...很近/很远; adverb 只; <p>C. Key cultural notes:</p> <ol style="list-style-type: none"> (1) 中关村 "computer City "
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LESSON
6

<p>Inquiries: Inquire about someone's profession</p>	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Inquire after someone's profession; 2) Express time, days and dates; 3) Describe the location of an activity; <p>B. <u>Key Grammatical Structures and vocabularies:</u></p> <ol style="list-style-type: none"> 1) Preposition "在"; 还没有; <p>C. <u>Key cultural notes:</u></p> <ol style="list-style-type: none"> 1) Business hours; 2) Chinese concept of time
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<p>Make appointments: Setting up an appointment</p>	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Set up appointments; 2) Obtain someone's contact information; 3) Interact appropriately with one's superior and subordinates in a Chinese business; 4) Express days, weeks and years <p>B. <u>Key grammatical structures and vocabularies:</u></p> <ol style="list-style-type: none"> 1) Modal verbs "要, " "想; " 2) Adverb "马上." <p>C. <u>Key cultural notes:</u></p> <ol style="list-style-type: none"> 1) How to address colleagues of different social status and who are of different social distance with you
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LESSON 7	Make appointments: Reschedule an appointment	A. <u>Functions:</u> 1) Reschedule appointments; 2) Coordinate schedules with others to reach a mutually agreeable meeting time; B. <u>Key grammatical structures and vocabularies:</u> 1) 给 as a verb and a co-verb; adverbs 才就; 2) Verb reduplication; C. <u>Key cultural notes:</u> 1) Invitation, appointment and punctuality
	Visiting: Visiting a company for the first time	A. <u>Functions:</u> 1) Interact appropriately when first meeting a business partner; 2) Exchange business cards; 3) Express the duration and frequency of an activity; B. <u>Key Grammatical Structures and vocabularies:</u> 1) Adverb 刚; preposition 从; 2) Structures and phrases in expressing duration and frequency; C. <u>Key cultural notes:</u> 1) Business cards; 2) Politeness;
LESSON 8	Visiting: Introducing Products and Plants	A. <u>Functions:</u> 1) Discuss companies and manufacturing plants; 2) Comment on the products; B. <u>Key grammatical structures and vocabularies:</u> 1) Prepositional phrase 对...感兴趣; adverbial phrase. 太...了; 2) Cleft structure: 是...的 C. <u>Key cultural notes:</u> 1) Special economic zone and Free Trade Zone

Dining: Dining Invitations	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Some words and phrases related dining invitations; 2) Arrange when and where to meet for a meal and discuss what type of food to eat; <p>B. <u>Key grammatical structures and vocabularies:</u> “请, ”“吧”“在”</p> <p>A. <u>Key cultural notes:</u></p> <ol style="list-style-type: none"> 1) Accepting and Extending dinner invitation; 2) Chinese regional cuisines and signature dishes
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Lesson 9	Dining: Dining Etiquette	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Dining Etiquette and protocols for meals with business associates; 2) Interact appropriately with the host; 3) Ask about and comment on a particular dish; <p>B. <u>Key grammatical structures and vocabularies:</u></p> <ol style="list-style-type: none"> 1) Diminutive 点儿; adverb 都; 2) Verb reduplication; 3) Negation 别/不要 <p>C. <u>Key cultural notes:</u></p> <ol style="list-style-type: none"> 1) Meals and drinking etiquette
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Social Events: Cultural Events	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Ask and respond to options of cultural events and activities; 2) How to indicate your preference, and give reasons; 3) How to express conditionality when accepting others' suggestions; <p>B. <u>Key grammatical structures and vocabularies:</u> “以后,”“一直, ”“怎么样”“比较”“虽然...可是” “如果...就”“不得不”</p> <p>C. <u>Key cultural notes:</u></p> <ol style="list-style-type: none"> 1) Chinese local operas
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LESSON 10	Gift for others	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) Gift-buying in China; 2) Express decisions on what to buy; 3) Discuss the best location to buy a certain item; <p>B. <u>Key grammatical structures and vocabularies:</u> 快...了; 需要; 得; 或者; 除了...以外.; Verb +完;</p> <p>C. <u>Key Cultural Notes:</u></p> <ol style="list-style-type: none"> 1) Buying gifts; 2) The cultural convention in gift-giving;
	Showing gratitude	<p>A. <u>Functions:</u></p> <ol style="list-style-type: none"> 1) <u>Showing gratitude in Chinese culture;</u> 2) <u>Show appreciation to Business colleagues at the end of cooperation;</u> <p>B. <u>Key grammatical structures and vocabularies:</u> 要+verb+了; 看"opinion"; 带; 让;</p> <p>C. <u>Key cultural notes:</u></p> <ol style="list-style-type: none"> 1) Address terms to strangers in public places/business;

Suggested Bibliography

Kuo J.C.M., *Startup Business Chinese (level 1): An Introductory Course for Professionals* (online textbook), Cheng&Tsui Company, Boston 2007

The online version is available from the publisher's website

Other teaching materials will be available on BBoard.

Available seats

This activity is limited to **110** participants. Registrations cannot be carried out once this number has been reached or after closing of the registration period.

