

Chinese 168: Chinese for Global Enterprises

Syllabus, Fall 2017

Course Website:

<http://chns168f2015.coursepress.yale.edu/>

General Information

This Business Chinese Course is an advanced language course designed to continue enhancing students' four language skills in a business context and to enrich their knowledge of changes and development of the contemporary China and the global business world as well. After CHNS 155/162 or equivalent.

This course will help students gain a better understanding of contemporary China, Chinese culture, different perspectives in the business world and develop their ability to understand business related authentic materials in Chinese, such as business news, and documents. The main topics of the course includes economic and management reforms in China, Chinese marketing, Chinese economic law, culture and customs in Chinese business world, real business cases about the development of international enterprises that successfully entered Chinese market, and Chinese economic relations with other countries.

Objectives

The class format will focus on task-based activities that create an environment for students to adopt Chinese business terminology and discourse in meaning-focused tasks, such as class discussion, debate, case studies, and guided essay writing.

Textbook and teaching materials

- Business Chinese for Success: Real Cases from Real Companies, Second Edition, by Fangyuan Yuan (袁芳远), Peking University Press
ISBN# 978-7-301-24959-8 (Available at Yale Bookstore)
- Supplementary materials:
 - Articles from The Wall Street Journal, New York Times, BBC News, 南方周末
 - Video Documentary

Instructor

Min Chen
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Office phone: (203) 436-8127
Office hour: Monday 2:20pm - 3:20pm
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Class Hours and Room

Class Hours: M/W/F: 1:30pm – 2:20pm
Class Room: 212 York Street, Room 004

Daily Class and Activity Schedules

To be announced in class and on course website.

Participation and attendance required

- Students are allowed to use up to 2 hours of unexcused absence in the semester. All assigned homework still needs to be turned in when due. These 2 unexcused absences cannot be used on presentation day or exam day.
- ½ point will be deducted from the student’s final grade for each excessive absence unless one is excused with a doctor or dean’s note or other documents.
- Two occurrences of tardiness for more than 10 minutes each will be counted as one absence.
- Students are expected to participate in all class activities. Performance in classroom will be graded.
- Students are encouraged to participate in all after-class Chinese-related activities including Chinese Language Table.

Evaluation Methods

Quiz (6)	12%
Dictation (6)	12%
Homework (12)	8%
Composition (5)	15%
Presentation (5)	15%
Mid-term Exam	10%

Oral Final Presentation	10%
Written Final Exam	10%
Attendance	3%
Classroom Performance	5%