

## COURSE DETAIL

### ADVANCED BUSINESS CHINESE

**Country**

China

**Host Institution**

Peking University, Beijing

**Program(s)**

Peking University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Chinese

**UCEAP Course Number**

172

**UCEAP Course Suffix**

B

**UCEAP Official Title**

ADVANCED BUSINESS CHINESE

**UCEAP Transcript Title**

BUSINESS CHINESE

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

This course develops skills in listening comprehension, speaking, reading, and writing of Chinese for business activities, and deepens understanding of the economic life, society, and culture of China in relation to business. Teaching content includes company organizational structure; investment; recruiting and applying for a job; team work; product introduction; marketing; profit; advertising; customer service and trade negotiating. Emphasis is placed on teaching materials with complementary materials related to other business activities. The course includes discussion, simulated business dialogue, simulated business writing and other forms. Simulated business Chinese test reading, spoken Chinese language and writing examinations are offered to enhance students' use of Chinese language in daily life. Text: New Silk Road- Quick Advanced Business Chinese Language (Book I & Book II, by Li Haiyan). Assessment: Midterm test and final, class participation.

### **Language(s) of Instruction**

Chinese

### **Host Institution Course Number**

### **Host Institution Course Title**

ADVANCED BUSINESS CHINESE

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Chinese as a Second Language

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