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
GAOJI SHANGWU HANYU

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Chinese as a Second Language

Course Last Reviewed

Print