

Brief Course Outline

Course Title:	Business Chinese	
Course Number and Section	CHINESE	3340A 550
Instructor Name(s):	Dr. Yuanfang Zhang	
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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

Course Description:

This course explores how Chinese can be used as a way of accessing, interpreting, and evaluating information about business in China. Designed for students with advanced Chinese proficiency, the course will use Chinese-language business news, corporate reports, government documents, industry materials, digital media, and other sources of business information to foster students' business information literacy. Through case studies and hands-on research projects, students will examine how Chinese business language constructs concepts, conveys information, shapes perceptions and interpretes business practices.

Learning Outcomes: one outcome per entry

1. Cultivate basic and essential skills in reading and understanding business texts
- 2 Read Chinese business texts beyond literal linguistic comprehension
3. Identify key concepts and patterns in Chinese business discourse
4. Evaluate the credibility, perspective, and interests of different information sources.
5. Synthesize understanding of the core aspects of Chinese culture with that of the economic conditions.

Textbooks and Course Materials:

No required textbook

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Attendance and participation	12/08/26	20
6 In-class Quizzes	09/17, 10/01, 10/22, 11/05,, 11/19 , 12/03	30

Assignment	Due Date mm/dd/yy	Weight - %
Source Comparison Portfolio	11/17/26	15
Group project+ presentation: 15%	12/08/26	15
midterm	11/19/26	20

Friday, August 14, 2026

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For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.