

HURON UNIVERSITY COLLEGE  
DEPARTMENT OF FRENCH AND ASIAN STUDIES

**Chinese 3341B: Business Chinese 2**  
**Intersession 2021**

**Instructor:** Dr. Clare Gordon (傅守超)

**Online Classes:** via course OWL, May 31- June 17

**Virtual office hours:** by appointment

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**COURSE DESCRIPTION**

本课是一门高年级商务汉语课。课程在内容上使用商务题材的载体与现实的“商务”世界相联系，帮助学生提高运用汉语去解决实际问题的能力，包括通过汉语获取信息的能力和使用汉语完成特定任务的能力，在提供系统语言训练的同时着重加强对学生的语言学习能力的培养。

**Calendar Description.** This course is intended for students who can read and write Modern Standard Chinese. Students will study business terms, communication styles and formats, and acquire linguistic and cultural knowledge for conducting business in Chinese. Students will develop competence through practical experience in reading and writing market reports and analysing contracts.

**COURSE LEARNING OBJECTIVES**

This course aims at helping students to develop both linguistic skills and cultural knowledge in business Chinese. It focuses on developing these competencies as required in successful business relationships. Upon completion of this course, a student will:

- 1) Acquire an enriched Chinese business vocabulary;
- 2) Gain familiarity with different styles of language in various business activities;
- 3) Expand their skills to carry on discussions of business issues in standard Chinese;
- 4) Develop confidence in effective use of standard Chinese in the sphere of business;
- 5) Acquire knowledge of the methods and styles of business communication and translation.

**DESCRIPTION OF CLASS METHODS**

The course is scheduled Monday through Thursday, 9:30am-12:30pm. Our classes will be conducted in a mixed online format. For each session, we will meet on Zoom via our course OWL for at least one hour. You will work with the course textbook, lesson by lesson, as indicated in the course schedule below.

With the understanding that language is learned rather than taught, I will present the lessons and guide you through your studies of the course materials. Assessment of your achievement is centred on practical application rather than on linguistic forms. Some of the

language tasks related to the course or to your language learning skill development will require Zoom discussions with me and/or your classmates while others will be completed offline individually or in groups. You will also study samples of oral applications in business-relevant interpersonal communication.

This is an intensive, advanced-level language course. It is essential to have written discussions as well as exercises with simulated real-world tasks connecting the classroom to China's current business environment. You will learn to absorb texts which provide essential information about common business topics in relatively formal language. You are expected to undertake sample language tasks to learn new aspects of language use in business contexts.

## **TEXTBOOKS AND OTHER REQUIRED RESOURCES**

### **Required Textbook**

Chen, Qinghai, et al., *The Routledge Course in Business Chinese* 《求实商务汉语》, 2<sup>nd</sup> edition. London and New York: Routledge, 2019. ISBN 9781138479272

(Routledge eBook link) <https://www.routledge.com/The-Routledge-Course-in-Business-Chinese/Chen-Levin-Li-Tang/p/book/9781138479272>

(Book Store link) [https://bookstore.uwo.ca/textbook-search?campus=HC&term=B2021&courses%5B0%5D=550\\_HC/CHI3341B](https://bookstore.uwo.ca/textbook-search?campus=HC&term=B2021&courses%5B0%5D=550_HC/CHI3341B)

**Supplementary materials** available from the textbook companion website and on the course OWL site.

## **METHOD OF EVALUATION/ASSESSMENT**

Details will be outlined on the course OWL.

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|---|----------------------|
| <b>1. Zoom Participation</b><br>In-class individual and group assignments, June 1-16.   | <b>10% (10 x 1%)</b> |
| <b>2. Written Homework</b><br>Individual and group assignments submitted on OWL.  | <b>50% (10 x 5%)</b> |
| <b>3. Written Discussions</b><br>Each student will prepare a discussion in 500-600 characters each on a topic selected by the instructor from one of the lessons. | <b>30% (2 x 15%)</b> |
| <b>4. Group Project</b><br>Each group will prepare a brief written outline in ppt format (about 10 slides)  | <b>10% (1 x 10%)</b> |

with voice-thread for a ten-minute report about a subject selected by the instructor from one of the lessons.

Written work must be submitted on OWL by 12:30pm on its due date. A late penalty will apply, as indicated for each component.

### 2021 Intersession Schedule

<b>Date</b>	<b>Classes</b>	<b>Assignments</b>
May 31	Course Introduction Business Chinese warm-up	Preparatory Lesson Homework 1
June 1	Lesson 7 所有制与经营方式	Learning Guide Homework 2
June 2	Lesson 8 经济衰退与通货膨胀	L7 Exercises Homework 3
June 3	L8 Exercises	Homework 4
June 7	Lesson 9 税收	Homework 5
June 8	L9 Exercises	Homework 6
June 9	Lesson 10 个人理财与保险	Homework 7
June 10	L10 Exercises	Discussion 1
June 14	Lesson 11 知识产权	Homework 8
June 15	L11 Exercises	Homework 9
June 16	Lesson 12 商业道德与社会责任	Homework 10
June 17	L12 Exercises	Discussion 2 Group Project

## **Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022**

### **Prerequisite and Antirequisite Information**

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

### **Student Code of Conduct**

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at: <https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

### **Attendance Regulations for Examinations**

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.
- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/exam/attendance.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf).

### **Statement on Academic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf). The appeals process is also outlined in this policy as well as more generally at the following website: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/appealsundergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf).

### **Turnitin.com**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

### **Statement on Use of Electronic Devices**

It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

### **Statement on Use of Personal Response Systems (“Clickers”)**

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

### **Academic Consideration for Missed Work**

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf) are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at: <http://academicsupport.uwo.ca/>.

### **Policy on Academic Consideration for a Medical/ Non-Medical Absence**

- (a) **Consideration on Medical Grounds for assignments worth *less than 10%* of final grade:  
Consult Instructor Directly and Contact Academic Advising**

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may not collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

**(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email [huronsss@uwo.ca](mailto:huronsss@uwo.ca).**

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf). Consult [Huron Academic Advising](#) at [huronsss@uwo.ca](mailto:huronsss@uwo.ca) for any further questions or information.

**Support Services**

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at [huronsss@uwo.ca](mailto:huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>  
Office of the Registrar: <https://registrar.uwo.ca/>  
Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>  
Learning Development and Success: <https://www.uwo.ca/sdc/learning/>  
Accessible Education: <http://academicsupport.uwo.ca/>

Western USC: <http://westernusc.ca/your-services/#studentservices>

**Mental Health & Wellness Support at Huron and Western**

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: [huronwellness@huron.uwo.ca](mailto:huronwellness@huron.uwo.ca)

Community Safety Office: [safety@huron.uwo.ca](mailto:safety@huron.uwo.ca)

Chaplaincy: [gthorne@huron.uwo.ca](mailto:gthorne@huron.uwo.ca)

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.