

HURON UNIVERSITY COLLEGE
DEPARTMENT OF FRENCH AND ASIAN STUDIES
CHN 3340A: Business Chinese 1
September 2017

Classes: Tuesday & Thursday 1:30 pm – 3:30 pm in HC Classroom V207

Instructor: Dr. Clare Gordon (傅守超)
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Office Hours: Tuesday & Thursday 12:30 pm – 1:20 pm, or by appointment.

Description and Class Methods:

This course is designed to develop knowledge and skills specific to business communication in Chinese. Business etiquette and protocol will be discussed. Competence in business translation and interpretation will be fostered through the study of business terminology and correspondence.

The course is intended for students whose Chinese has reached an advanced level and who want to employ the language in business. Content is presented and discussed entirely in Chinese, with limited English and *Pinyin* Romanization. Exercises simulating real business situations will be used often to enhance theoretical and practical understanding.

Antirequisite(s): The former Chinese 240a/b.

Prerequisite(s):

Successful completion of third-year university-level modern standard Chinese (Mandarin/Putonghua; 繁体字或者简化字), or equivalent, or permission of the Department.

Objectives:

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

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

Required Textbook available for purchase in The Book Store at Western:

Chen, Qinghai, et al., *The Routledge Course in Business Chinese* 《求实商务汉语》. London and New York: Routledge, 2013.

Additional required listening and reading materials will be made available to students in class.

Evaluation:

1. Preparation and Participation 10% (Every Class)

This entails class attendance and satisfactory completion within specified time periods of all required in-class work (5%) plus the reading and writing exercises (5%) as assigned by the instructor. Class participants are advised to form groups, of two students each, and to work on all the assignments together. Prior to the due date of each assignment, advise the instructor if you are having problems completing any exercise on time. If you miss a class due to a minor illness or other problems, it is your responsibility to cover any readings to keep up with the class.

2. In-class Quizzes 50% (10 x 5%)

These very brief quizzes will be conducted at any time during class, on either Monday or Wednesday, to test skills in one or more of dictation, translation, or reading comprehension, related to the first six Lessons. Make-up quizzes can be arranged for documented medical and emergency reasons only. For more information please see FASS appendix.

3. Written Task 10%

The Written Task is a report of about 500 Chinese characters in the required format. The subject of the report and other details will be provided in class, as will references to suggested online sources. The Written Task assignment must be submitted by the beginning of class on Thursday, November 23, 2017. To ensure fairness that all students have the same amount of time to prepare their assignments, submissions received after the deadline are considered late by one day. A late penalty of 10% will be applied for initial lateness and for each calendar day after up to seven days. Submission more than one week late will not be accepted for course credit.

4. Final Examination (2 hours) 30%

Students have the option to write a Final Exam scheduled by the Registrar's Office. Alternatively, students who register for and take the official **BCT** (Business Chinese Test) may have the score they attain on the BCT test used to compute their Final-Exam mark for this course.

Unless changed, the BCT will be administered at **Huron University College** on **Saturday, November 4, 2017**. For further details and updates, please contact Huron's Chinese Program from September 2017, or check for announcements in local Chinese media and at the Chinese Program's web site .../Chinese, Japanese, and East Asia Studies /Proficiency and Placement/ Language Proficiency Tests at

<http://www.huronuc.on.ca/Academics/FacultyofArtsandSocialScience/ChineseJapaneseEastAsia>

Chinese 3340A: Business Chinese I

Schedules for Classes and Assignments

Sep.-Dec. 2017

Dr. C. Gordon

	CLASSES	ASSIGNMENTS
WEEK 1 Sep. 7	Course Introduction Preparatory Lesson	Prerequisite Check Business Chinese warm-up
WEEK 2 Sep. 12&14	第一课: 股票市场与房地产市场 Lesson One	Quiz 1
WEEK 3 Sep. 19&21	第一课: 股票市场与房地产市场 Lesson One	Quiz 2
WEEK 4 Sept. 26&28	第二课: 外汇市场与汇率 Lesson Two	Quiz 3
WEEK 5 Oct. 3&5	第二课: 外汇市场与汇率 Lesson Two	Quiz 4
<i>Oct. 10&12</i>	<i>No Classes</i>	<i>Fall Reading Week</i>
WEEK 6 Oct. 17&19	第三课: 市场营销 Lesson Three	Quiz 5
WEEK 7 Oct. 24&26	第三课: 市场营销 Lesson Three	Quiz 6
WEEK 8 Oct. 31&Nov.2	第四课: 国际贸易 Lesson Four	Quiz 7
WEEK 9 Nov. 7&9	第四课: 国际贸易 Lesson Four	Saturday, Nov. 4 th BCT商务汉语考试
WEEK 10 Nov.14&16	第五课: 企业管理 Lesson Five	Quiz 8
WEEK 11 Nov. 21&23	第五课: 企业管理 Lesson Five	Written Task
WEEK 12 Nov. 28&30	第六课: 跨国经营 Lesson Six	Quiz 9
WEEK 13 Dec. 5&7	第六课: 跨国经营 Lesson Six	Quiz 10

Prerequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites. Unless you have either the requisites for this course or written special permission from your Provost and Dean to enrol 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.

Conduct of Students in Classes, Lectures, and Seminars

Membership in the community of Huron University College and the University of Western Ontario 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. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the *Code of Student Rights and*

Responsibilities at: <http://www.huronuc.ca/CurrentStudents/StudentLifeandSupportServices/StudentDiscipline>

Technology

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is 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.

Academic Accommodation for Medical/Non-Medical Grounds

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

- a. **Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising**

University Senate policy, which can be found

at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf,

requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform_15JUN.pdf.

The documentation is submitted in confidence and will not be shown to instructors. 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. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

b. Accommodation on Medical Grounds for assignments worth less than 10% of final grade: Consult Instructor Directly

When seeking accommodation on medical grounds for assignments worth less than 10% of the final course grade, 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. 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. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

c. Non-medical Grounds: Consult Instructor Directly

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student’s request is received, and will outline the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have affected the student’s ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic advisor, the instructor will consult with the Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

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 Web

site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Statement on Academic Integrity

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999).

A lack of academic integrity is indicated by such behaviours as the following:

- Cheating on tests;
- Fraudulent submissions online;
- Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
- Unauthorized resubmission of course work to a different course;
- Helping someone else cheat;
- Unauthorized collaboration;
- Fabrication of results or sources;
- Purchasing work and representing it as one's own.

Academic Integrity: Importance and Impact

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another's work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual's university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university's work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual's, and the public's, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university's reputation and ensuring public confidence in higher education.

Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Provost and Dean's Office, and this record of the offence will be retained in the Provost and Dean's Office for the duration of the student's academic career at Huron University College.

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.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

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.

Policy on Special Needs

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

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 Provost and 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 Provost and Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Provost and Dean of the Faculty offering the course will communicate that decision to the Provost and Dean of the Faculty of registration.

Class Cancellations

In the event of a cancellation of class, every effort will be made to post that information on the Huron website, <http://www.huronuc.ca/AccessibilityInfo> (“Class Cancellations”).

Mental Health @ Western

Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Academic Advising

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation [see above], students should contact an Academic Advisor in Huron’s Student Support Services (huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at: <http://www.huronuc.ca/CurrentStudents/AcademicAdvisorsandServices>

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at: <http://www.huronuc.ca/Academics/FacultyofArtsandSocialScience>