

**City University of Hong Kong
Course Syllabus**

**offered by Department of Chinese and History
with effect from Semester A 2017/18**

Part I Course Overview

Course Title: Special Topics in Business Chinese

Course Code: CAH5718

Course Duration: 1 Semester

Credit Units: 3

Level: P5

Medium of Instruction: Chinese

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) CTL5717 Business Chinese, CAH5717 Business Chinese

Equivalent Courses:
(Course Code and Title) CTL5718 Special Topics in Business Chinese

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to consolidate and deepen students' knowledge in business Chinese by providing them with in-depth understanding on one or more selected areas or topics in the field of business communication. It enhances students' written and oral communication ability and develops in students the skills of information retrieval, processing and presentation for business communication.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyze the principles, forms, skills and theories related to the selected areas or topics on Chinese for business	15%	x		x
2	Make critical analysis on the language usage, forms and styles in business communication related to the selected areas or topics	30%	x	x	
3	Manipulate the linguistic and rhetoric devices to achieve effective Chinese business communication related to the selected areas or topics	30%	x	x	
4	Employing creative solutions and sophisticated techniques to tackle issues and problems pertaining to Chinese business communication	25%	x		x
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Lectures	Lecturing on selected topics, issues and case studies	x	x	x	x			2 hours
Tutorials	Group discussion, analysis of selected readings and sample writings	x	x	x	x			1 hour
Investigating topics and issues related to Chinese for business		x	x	x	x			
Presentations on findings, insights and observations of the investigated topics or issues		x	x	x	x			
Producing Chinese business communication forms – In-class and outside class writing or oral tasks		x	x	x	x			

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
Oral presentation – Findings of the investigated topics related to Chinese for business	x	x	x	x			20%	
Written assignments – <ul style="list-style-type: none"> ▪ Solving problems for Chinese for business ▪ Producing Chinese business communication forms 	x	x	x	x			40%	
Test – To assess students' overall grasping of the contents	x	x	x	x			30%	

Class discussion and participation – Level of participation in class activities and discussions	x	x	x	x			10%		
Examination: 0% (duration: -)								100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Oral presentation	The level of understanding on the topics and the capability to put forward relevant opinions and analysis. The ability on demonstrating high quality of analysis, statement and comment related to advanced topic(s) in Chinese for Business and Trade Purposes.	Excellent demonstrating the understanding on the topics and the intention to put forward relevant opinions and analysis. Excellent ability on critical analysis, convincing statement and creative comment.	Good demonstrating the understanding on the topics and the intention to put forward relevant opinions and analysis. Good ability on critical analysis, convincing statement and creative comment.	Fair demonstrating the understanding on the topics. Limited intention to put forward relevant opinions and analysis. Limited ability on critical analysis, convincing statement and creative comment.	Marginally demonstrating the understanding on the topics. No intention to put forward relevant opinions and analysis. Very limited ability on critical analysis, convincing statement and creative comment.	Fail to demonstrate the understanding on the topics. No intention to put forward relevant opinions and analysis. Weak analysis, unconvincing statement and comment.
2. Written assignments	The quality of contents, the level of grasping materials with in-depth or extensive knowledge of the subject matter. The organisation, structure designed and overall	Rich contents, superior grasp of materials with in-depth or extensive knowledge of the subject matter. Rigorous organisation,	Adequate contents, well grasping of materials with in-depth or extensive knowledge of the subject matter. Good	Barely enough of contents, fairly grasp of materials with in-depth or extensive knowledge of the subject matter. Fair organisation, adequate structure	Unclear contents, unable to grasp materials with in-depth or extensive knowledge of the subject matter. Poor organisation, structure designed and composition.	Inadequate ability to handle writings task for Business Chinese.

	composition.	coherent structure designed and balanced composition.	organisation, well structure designed and balanced composition.	designed and composition.		
3. Test	The command of knowledge in advanced topic(s) in Chinese for Business and Trade purposes. The grasping level of course contents.	Excellent command of knowledge in advanced topic(s) in Chinese for Business and Trade purposes. Superior grasp of course contents.	Good command of knowledge in advanced topic(s) in Chinese for Business and Trade purposes. Good grasp of course contents.	Normal command of knowledge in advanced topic(s) in Chinese for Business and Trade purposes. Fair grasp of course contents.	Weak command of knowledge in advanced topic(s) in Chinese for Business and Trade purposes. Very limited grasp of course contents.	Not able to demonstrate the command of knowledge in advanced topic(s) in Chinese for Business and Trade purposes. Insufficient grasp of course contents.
4. Class discussion and participation	The ability in demonstrating knowledge application. The evidence of accurate and comprehensive description of material. The presentation skills and time management.	Superiorly demonstrate knowledge application. Very strong evidence of accurate and comprehensive description of material. Superior presentation skills and very good time management.	Good demonstration of knowledge application. Strong evidence of accurate and comprehensive description of material. Impressive presentation skills and good time management.	Adequate demonstration of knowledge application. Limited evidence of accurate and comprehensive description of material. Unimpressive presentation skills and fair time management.	Demonstrate limited application of subject knowledge. Very limited evidence of accurate and comprehensive description of material. Poor presentation skills and time management.	Not able to demonstrate application of subject knowledge. No evidence of accurate and comprehensive description of material. Very poor presentation skills and no time management.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

In-depth study and analysis on the Chinese language usage in one or more selected areas or topics related to business and China trade (such as business lettering, public relation, advertising and marketing etc). Professional writing skills for business genres in the selected areas or topics related to business and China trade (such as sales and offer, confirmation and agreement, contract and complaint, product promotion and advertisement, business reports and proposals, press release, newsletter etc). Effective oral communication for the selected areas or topics related to business and China trade (such as interviewing, meeting, negotiation, presentation, briefing etc). Skills in information management (such as storage and retrieval with computer, visual presentation etc).

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

N/A

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	李錦昌，《商業傳意與應用文大全》。香港：商務印書館(香港)有限公司，2008。
2.	吳尚智主編，《二十一世紀香港實用文論文集》。香港：朗文出版社，2006。
3.	王繼忠主編，《商務應用文格式及經典範例》。北京：光明日報出版社，2006。
4.	李慕如，《實用應用文》。台北：五南圖書出版股份有限公司，2004。
5.	郝鈞衡主編，《新編現代應用文寫作大全》。桂林：廣西師範大學出版社，2003。
6.	于成鯤主編，《現代應用文》。上海：復旦大學出版社，2003。
7.	黃建成，《面向21世紀高等院校課程教材：寫作學教程》。安徽：安徽大學，2002。
8.	陳志誠主編，《新世紀應用文論文選》。香港：香港城市大學語文學部，2002。
9.	司有和、黃竹英，《商務溝通》。重慶：重慶師範學院出版社，2002。
10.	張仁青，《應用文》。台北：文史哲出版社，2001。
11.	白雲開，《21世紀商用中文書信寫作手冊》。香港：香港城市大學出版社，2001。
12.	黎運漢、李軍，《商業語言》。台北：台灣商務印書館，2001。
13.	袁永友，《國際商務經典案例》。北京：經濟日報出版社，2001。
14.	古德明，《實用中文商務公函寫作》。香港：明窗出版社，2000。
15.	張慶福，《優勢溝通——中文公函手冊》。香港：中銀集團培訓中心，1999。
16.	廣東省對外經濟貿易發展研究所、香港經濟日報出版社，《中國商務應用文》。香港：香港經濟日報出版社，1998。
17.	陳耀南，《應用文概說》。香港：山邊社，1994。