

**(Draft 2020 10 30) George Mason University Korea**

**Department of Modern & Classical Languages**

**Course Syllabus for spring 2021 CHIN305-K01 Chinese for the Business World  
(CRN 19465)**

**(Subject to minor revisions prior to start of the semester.)**

<b>Credits</b>	3
<b>Class Meeting Time</b>	T 6:00~8:40 PM
<b>Class Meeting Place</b>	G
<b>Instructor</b>	Yingji Jin
<b>Office Hours</b>	T 2:00~3:00, before or after class, and by appointment
<b>Office Location</b>	G 608
<b>E-Mail</b>	<a href="mailto:yjin11@gmu.edu">yjin11@gmu.edu</a>
<b>Tel (office)</b>	032-626-5114
<b>Cell phone</b>	010-8982-5656

**Course Description**

This course is designed to prepare students for their fundamental contemporary Chinese language communication skills by reading formal business articles, and practice oral presentations in a structured business environments. Students will learn specialized business and economic expressions, business culture, business etiquette and customs, and the principles of business correspondence in contemporary Chinese. While focusing on the Chinese language that is used in the business world, this course will also give a brief introduction to related business and economic climates, practices and customs of Chinese-speaking communities. It is a course with equal emphasis on reading, writing, speaking and listening comprehension, and will focus on how to use Chinese in business related activities. The class will be conducted mostly in Chinese. Each class will focus on the topic of the week and materials, where by work through vocabulary, sentence structures, text reading and conversations, as well as its application in the real business world environment.

**Course Objectives**

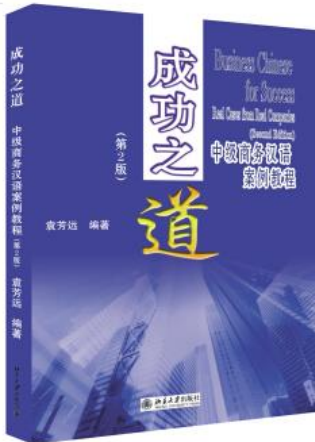
1. To advance communicative skills in business settings
2. To develop advanced skills in reading materials related to Chinese business
3. To develop discussion and presentational skills on business issues
4. To develop writing skills for expressing business concepts

## Course Requirements

Students' own work is the key to the success of this course. You are required to:

1. Preview and review the lessons by listening to the CD before and after classes
2. Participate actively in class with the teacher and your classmates
3. Finish all homework, and turn them in on due day. Homework can be done in the Workbook.
4. Attend the class consistently and on time. There will be no penalty for the first two Missed classes. After that, each absence will reduce the final grade by one percentage point.
5. Check blackboard on a regular base.

### 1.Textbooks



*Business Chinese for Success Real Cases form Real Companies (Second Edition)* [成功之道：中级商务汉语案例教程（第2版）（附 MP3 光盘 1 张）]

- 出版社：北京大学出版社
- [袁芳远](#) (Author)
- ISBN: 9787301249598
- <https://www.amazon.com/%E6%88%90%E5%8A%9F%E4%B9%8B%E9%81%93%E5%BC%9A%E4%B8%AD%E7%BA%A7%E5%95%86%E5%8A%A1%E6%B1%89%E8%AF%AD%E6%A1%88%E4%BE%8B%E6%95%99%E7%A8%8B%E5%BC%88%E7%AC%AC2%E7%89%88%E5%BC%89%E5%BC%88%E9%99%84MP3%E5%85%89%E7%9B%981%E5%BC%A0%E5%BC%89-%E8%A2%81%E8%8A%B3%E8%BF%9C/dp/B00JB151C>

## 2. Recommended Reading

A Business Trip to China: Conversation & Application II (Textbook and Workbook) by Xiaojun Wang; Bonus Interactive CD Included. Beijing Language and Culture University Press 2005

Open for Business Volume One (Textbook and Exercise Book) by Jane C.M. Kuo; Cheng&Tsui Company 2001

## 3. Quiz

There will be a quiz after each lesson. The lowest score on a test (including zero for a missed test) will be dropped when calculating the final grade. There will be no make-up quiz or quiz taken in advance, unless the student has a **legitimate reason** and informs the instructor in a **timely fashion**.

## 4. Mid and Final Exam

The written mid and final exams at the mid and end of the semester will cover three lessons each.

## 5. Presentations

There will be two presentations - one in the middle of the semester and the other at the end of the semester. The first one is an individual presentation. Each student is required to give a presentation (draft is required) of approximately 5 minutes in front of the class on a topic of his or her choice but closely relating to the topics studied in class. The second presentation is a group project. Each group (2-3 people) is required to give a 10 ~ 15 minutes presentation (at least 3min/ person). More details will be given in class.

## 6. Extra Credits

Students are highly encouraged to participate in Chinese language and cultural activities, such as Chinese language buddy, speech contest, volunteering for cultural activities, etc. Reports of activities in either Chinese or English are required. One extra credit will be awarded for a report. At least 200 characters for a report in Chinese or 300 words in English are expected. Up to 2 extra credits will be given.

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## 7. Grading

Attendance + In-class Performance	20%
Homework	20%
Tests	30%
Oral (Midterm & Final)	15% (5%+10%)
Written Final	15%
Extra Credit	2

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100% minus attendance penalty, if any

## Grading scale

A+	97-100
A	93-96
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	0-59

## 8. Honor Code

<https://oai.gmu.edu/mason-honor-code/>

At George Mason University, Academic Integrity is demonstrated in our work, community, the classroom and research. We maintain this commitment to high academic standards through Mason's Honor Code. It is an agreement made by all members of our community to not "cheat, steal, plagiarize, or lie in matters related to your academic work." Students sign an agreement to adhere to the Honor Code on their application for admission to Mason and are responsible for being aware of the most current version of the code. The Honor Code Pledge reads as follows:

*To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University Community and with the desire for greater academic*

*and personal achievement, we, the student members of the university community, have set for this Honor Code: Student Members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.*

You may also consult the George Mason Korea Honor Code for more information:

<https://masonkorea.gmu.edu/honor-code/>

## 9. Professor's Office hours

I will be waiting for you to visit during my office hours, or to make an appointment.

## 10. Policy on Disabilities

Students with disabilities who seek accommodations in a course must be registered with the Mason's Office of Disability Services (ODS) and inform the instructor in writing at the beginning of the semester. See [ods.gmu.edu](https://ods.gmu.edu) or call 703-993-2474 for more info.

## 11. Diversity Statement

George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty, and staff. Through its curriculum, programs, policies, procedures, services, and resources, Mason strives to maintain a quality environment for work, study, and personal growth. Click to access the full Mason Diversity Statement.

## 12. Title IX

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking: As a professor, I am designated as a "responsible Employee" and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason Korea's Deputy Title IX Coordinator pursuant to University Policy 1202 and 1412. If you would like to speak confidentially with the Mason Korea student counselor, please see <http://masonkorea.gmu.edu/mksa/services/counseling> for more information. For more information about what Title IX is, please see <http://masonkorea.gmu.edu/mksa/services/tix/>.

### 13. Counseling Services

Counseling Services provides a wide range of services to students. Services are provided by a staff member of professional counseling and clinical psychologist. You can reach Counseling and Wellness Office by calling 032-626-6142 or write email to [jlee227@gmu.edu](mailto:jlee227@gmu.edu) for appointment and see her at Multi-Complex Building 3051.

### 14. IMPORTANT DATES:

<https://masonkorea.gmu.edu/academic-calendars/spring-2021>

#### Important Dates

Dates listed on this page are for full-semester courses.

SPRING 2021	Full Semester
First Day of Classes	Mon Feb 22
Independence Movement Day (no classes)	Mon Mar 1
Last Day to Add Classes	Tue Mar 2
Mid-Term Progress Reporting Period	Mon Mar 22-Fri Apr 2
Incomplete Work Due to Instructor	Fri Apr 23
Labor Day (no classes)	Sat May 1
Spring Recess (no classes)	Mon May 3-Tue May 4
Children's Day (no classes)	Wed May 5
Buddha's Birthday (no classes)	Wed May 19
Last Day of Classes	Fri Jun 4
Memorial Day (no classes)	Sun Jun 6
Reading Day(s)	Mon Jun 7-Tue Jun 8
Examination Period	Wed Jun 9-Wed Jun 16
Graduation Ceremony	Fri Jun 18

\*\* All dates are subject to change.

## **15. Special Syllabus Supplement for COVID-19: Fall 2020**

In the interest of everyone's safety, students and faculty must follow these guidelines during the Fall 2020 semester.

1. Use the basement entrance to enter and exit Mason's building. Your temperature will be screened each time you enter the building. Allow additional time before class to complete the entrance screening procedure. Carry your student ID card with you at all times and be ready to show it when you enter and exit the building. Do not prop doors or let others enter the building through doors on the ground floor.
2. Wear a face mask at all times. Remain 6 feet apart from others. Clean your seat and desk space with disinfectant wipes before you begin class. Use hand sanitizer regularly, and avoid shaking hands or other forms of physical contact. Do not share pens, pencils or other personal items. Limit your use of the elevators, and use stairs to travel between floors of the building. Students are expected to purchase their own masks for personal use. Disinfectant wipes and hand sanitizer will be available in each classroom.
3. Classrooms are marked to indicate appropriate seating to allow for social distancing. Only sit in allowable seats, and maintain current set-up of classroom furniture. If you are asked to re-arrange classroom furniture by your professor for in-class exercises, return furniture to its original position when you are finished.
4. Observe these rules at all times during the class period and while in Mason's building or other public areas of the campus. This includes during class breaks, in small group work (in or out of class), meetings with your professors during office hours, tutoring sessions at the Academic Resource Center, socializing in common areas, or any other activities on campus.
5. Make sure windows and doors remain open during the class period to promote circulation of outside air. Classrooms without windows have mechanical systems that vent air, but doors should be kept open at all times.
6. The safest option for studying is to study alone in your dorm room or at home. If you must study in the building, alone or in groups, observe these rules at all times.
7. All faculty and students must abide by these rules in the classroom. If you see others who are not observing the rules outside the classroom, you may report this to your instructor, student affairs or academic affairs.
8. Do not enter the Mason building or come to class if you have symptoms such as fever, chills, sore throat, persistent cough, shortness of breath or other respiratory difficulties. If you must miss class for

this reason, send an email immediately to the professor prior to the beginning of class. You will not be penalized for missing class for this reason, but you may be asked to provide documentation that you sought medical diagnosis or treatment. You are responsible for making up any missed assignments or tests as a result of your absence.

9. Students who come to class with visible signs of illness will be asked to leave the classroom immediately and seek assistance from the IGC Health Clinic. Faculty will report your name and symptoms to the Office of Student Affairs ([mksa@gmu.edu](mailto:mksa@gmu.edu)) to confirm that you have sought medical assistance.

10. Failure to comply with any of these guidelines may result in disciplinary action through the Student Code of Conduct.



## Spring 2021 CHIN305-K01 - Chinese for the Business World (Tentative Course Schedule & Assignments)

(This Schedule may be changed to better meet the needs of the class)

We ek	Date	Class	Rem ark
1	2/23 T	Course Introduction; Getting to know each other. 第 1 单元 肯德基的中国化 KFC's Sinofication (1)	
2	3/02 T	第 1 单元 肯德基的中国化 KFC's Sinofication (2)	
3	3/09 T	第 1 单元 肯德基的中国化 KFC's Sinofication (3) 第 2 单元 星巴克的“第三空间”Starbucks' "Third place"(1)	Quiz #1
4	3/16 T	第 2 单元 星巴克的“第三空间”Starbucks' "Third place"(2)	
5	3/23 T	第 2 单元 星巴克的“第三空间”Starbucks' "Third place"(3) 第 3 单元 宜家的奢侈“低价品”IKEA's Luxurious "Low-price" Products (1)	Quiz #2
6	3/30 T	第 3 单元 宜家的奢侈“低价品”IKEA's Luxurious "Low-price" Products (2)	
7	4/06 T	第 3 单元 宜家的奢侈“低价品”IKEA's Luxurious "Low-price" Products (3) Review of L 1~L 3	
8	4/13 T	Mid-Term Exam (Will cover L 1~L 3)	
9	4/20 T	Review of Mid-Term Exam 第 4 单元 北京的山姆会员店 Sam's Club in Beijing (1)	
10	4/27 T	第 4 单元 北京的山姆会员店 Sam's Club in Beijing (2)	Quiz #3
11	5/04 T	Spring Recess, no class	
12	5/11 T	第 5 单元 宝洁的品牌策略 P&G's Brand Strategy (1)	
13	5/18 T	第 5 单元 宝洁的品牌策略 P&G's Brand Strategy (2) 第 6 单元 柯达的中国之路 Kodak's Industry-wide Acquisition in China and Beyond (1)	Quiz #4
14	5/25 T	第 6 单元 柯达的中国之路 Kodak's Industry-wide Acquisition in China and Beyond (2)	
15	6/01 T	第 6 单元 柯达的中国之路 Kodak's Industry-wide Acquisition in China and Beyond (3) Review of L 4 ~ L 6 (last day of class)	
16	6/ T	Final Exam (Will cover L 4~L 6) (According to GMUK Final exam schedule)	