

Business Chinese

Course Syllabus

Spring 2009 01:165:362
Instructor: Dr. Gloria Shen
Office: Scott 328
gloriashen66@yahoo.com
Phone: 732-932-7605
Office Hours: F 2:00-2:45

W: 9:50 a. m.-11:10 a.m.
F: 2:50 p.m. - 4:10 p.m.
Scott-219 m4 112
28

Objective: This course is designed to help students develop their spoken and written Chinese skills in doing business with overseas companies mainly in Asian countries and regions such as China, Singapore, Taiwan, Hong Kong and Macao; and at the same time the course aims to assist students to become familiar with international trade procedures and trade habits. Prerequisite 01:165:301, 321, 361 or equivalent.

Textbooks:

Required Textbook:

1. Kuo, Jane C.M. *Open for Business, Vol. One*. Boston: Cheng & Tsui Company, 2004.

Recommended:

2. Kuo, Jane C.M. *Open for Business, Vol. Two*. Boston: Cheng & Tsui Company, 2004

Attendance Policies: I take class attendance. If you miss class, you miss the material. Make a friend with whom you can share notes and realize that nobody beside yourself is responsible for your grade in this or any other class. If you miss class more than three times the whole semester, you will get a letter grade lower than what you get with full attendance. If you miss class more than six times, you will get two letter grades lower. Cheating and plagiarizing are serious offenses at RU. Never let me suspect you are engaging in the favorite RU vice of grade grabbing. Work hard and you will enjoy the class.

Grading System (Total 100 points)

1. Regular attendance: 10 %
2. Classroom performance and homework: 10 %
3. Quizzes: 40 %
4. Final-exam: 40 %

The trade terminology in this course is explained in English. Exercises or homework assigned weekly by the instructor should be done in Chinese. This course is composed of three chapters and twelve lessons with regards to the international trade, development of finance, and marketing in China.

Course Schedule:

Week 1

WF (1/21-23)

General Introduction

Open Door Policy

1.1 The Reform of China's Economic System

Week 2

WF (1/28-30)

Open Door Policy

1.1 The Reform of China's Economic System

1.2 The Development of Private Enterprises

Week 3

WF (2/4-6)

Open Door Policy

1.2 The Development of Private Enterprises

1.3 Special Economic Zones

Week 4

WF (2/11-13)

Open Door Policy

1.3 Special Economic Zones

1.4 Three Capital Enterprises

Week 5

WF (2/18-20)

Open Door Policy

1.4 Three Capital Enterprises

Development of Finance

2.1 China's Banking Reforms

Week 6

WF (2/25-27)

Development of Finance

2.1 China's Banking Reforms

2.2 The Influence of Interest Rates & Foreign Exchange Rates on the Economy

Week 7

WF (3/4-6)

Development of Finance

2.2 The Influence of Interest Rates & Foreign Exchange Rates on the Economy

2.3 The Development of the Chinese Stock Market

Week 8

WF (3/11-13)

Development of Finance

2.3 The Development of the Chinese Stock Market

2.4 Turning Shanghai into an International Financial and Trade Center

Week 9

WF (3/18-20)

Spring Break

Week 10

WF (4/1-3)

Development of Finance

2.4 Turning Shanghai into an International Financial and Trade Center

Marketing

3.1 Market Research in China

Week 11

WF (4/8-10)

Marketing

3.1 Market Research in China

3.2 Transformation and Trends in Marketing

Week 12

WF (4-15-17)

Marketing

3.2 Transformation and Trends in Marketing

3.3 Brand Consciousness

Week 13

WF (4-22-24)

Marketing

3.3 Brand Consciousness

3.4 International Competitiveness of Chinese Products

Week 14

WF (4/29-5/1)

Marketing

3.4 International Competitiveness of Chinese Products

Review & Group Project Due.

Week 16

T (5/12)

Final Exam

12:00 p.m.-3:00 p.m.