



Academic Inquiries: Soochow University
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Course Information	
Course Title : LIN 203-Chinese Business Language and Culture	Semester : Winter 2019
Class Hours: Monday through Friday, 160 minutes each day	
Discussion Section: 3 hours each week	Field Trip: According to professors' teaching plan
Prerequisites	
Principles of Microeconomics, and Principles of Macroeconomics. Those who have not met those prerequisites must obtain a permission from the course instructor in order to take this course.	
Textbooks and Reference	
<p>Required Texts: <i>Doing Business In China</i>, 2008, 1st edition, by Ted Plafker; ISBN-13: 978-0446696968</p> <p>Reference Books and Online Resources:</p> <p>(1) <i>Understanding China</i>, 2010, 3rd edition, by John Bryan Starr, ISBN-13: 978-0809016518</p> <p>(2) <i>Grasp China: Be a China Expert in One Day</i>, 2017, by Christine Ching, ISBN: 1544176767</p>	
Course Outcomes	
<p>Successful completion of the course will allow students to:</p> <ol style="list-style-type: none"> 1. understand China's culture, history and business in an integrated fashion; 2. understand the importance of business networking and how it works in China; 3. understand China's laws and legal system and how it works; 4. understand China's economic growth: past and future; 5. be able to enhance communications efficiency in the Chinese business environment; and 6. be better prepared for further education or a professional career in China-business related areas such as foreign policy, cultural exchange programs, global entrepreneurship or multinational corporations. 	
Course Description	
The course is designed to teach students about conducting business in China by	



understanding the history, culture, social values and nuances, and unique business environment of China. Students study China's laws and regulations as well as learn how to work and live in China, and build business networks there. This course will provide a chance for students to gain good understanding of the historical development and Chinese business and its language, and develop the needed knowledge and skills in managing cross-cultural communications and doing business in China.

Weekly Schedule (Jan. 7 – 26, 2019)

Week	Day	Topic
1	1	Introduction: the history and business history of China
	2	The cultural development of China
	3	China's anthropology and the ethnic makeup and its evolution
	4	Looking into China's economy
	5	Team Project Workshops: choose a topic and form teams
2	1	Basic communications
	2	Talking Chinese etiquettes
	3	Discussion: special topics – China's laws, rules and regulations
	4	Working and living in the USA
	5	Developing Chinese language skills
3	1	Building valuable business networks in China
	2	Discussion: Chinese educational system and the tradition of meritocracy
	3	Group Project Workshops & Presentations
	4	Special Topics: religious makeup of China; cultural revolution, reform and their impacts on today's business and mindset
	5	Problem solving; preparing for further studies; Discussion and course review
	Jan. 27 or 28	Final Exam (in class)

Note:

- The course schedule is subject to change (please follow the announcements in class). If time permits, we will also cover miscellaneous topics based on students' interests.
- The instructor will offer 3 hours of discussion or help session each week and students are encouraged to seek extra help by making arrangements with the instructor or the teaching assistant.

Grading



Attendance and participation	20%
Group project	30%
Final exam	50%
Total	100%

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

Policy on Absence

Class attendance is mandatory. All students are expected to make their best effort to attend all classes and participate in class dynamics actively. This includes (1) asking and answering questions; (2) responding to the instructor's communications; (3) paying attention; and (4) not using cell phones without instructor's permission.

Academic Integrity

We strictly follow the academic ethics codes of the school. Academic integrity is unconditionally upheld in this course. All assignments, quizzes and exams are to be completed independently. However, active discussion and team spirit are encouraged in appropriate context, for example, before and after you complete an assignment, in preparation of the quizzes and exams, reviewing a topic or studying it in advance, etc. Cheating and plagiarism in any fashion are absolutely unacceptable. Upon verification, violators will lose points commensurate with the violation up to failing the course.

Disability accommodation

Any student who needs special accommodation due to the impact of a disability should contact the instructor and/or the university within the first week of the class.