

Module Synopsis – Certificate in Business Chinese

Course Overview:

The Certificate in Business Chinese is designed to equip learners with essential language skills and cultural insights to effectively communicate and conduct business activities in a Chinese-speaking environment. This comprehensive course covers basic language proficiency, business-related vocabulary, cultural nuances, and practical scenarios commonly encountered in the business world. The course aims to provide learners with a HSK 4 level of proficiency, with a business orientation.

Modules and learning outcomes:

1. Module 1: Speaking (90 hours)

- Engage in basic conversations and exchange pleasantries in Mandarin Chinese within a business setting.
- Effectively introduce oneself and others, including personal and professional background information.
- Participate in business meetings and discussions confidently, expressing opinions and ideas clearly.
- Conduct phone conversations in a professional manner, addressing inquiries and making arrangements.

2. Module 2: Listening (90 hours)

- Comprehend and extract essential information from business-related conversations and dialogues.
- Understand spoken instructions and requests commonly encountered in a professional environment.
- Follow presentations, talks, and seminars on various business topics with reasonable comprehension.
- Identify key cultural aspects and implications in written materials to enhance business communication.

3. Module 3: Reading (90 hours)

- Read and understand basic business documents in Mandarin Chinese.
- Comprehend business-related articles and news in Mandarin Chinese.
- Recognize basic cultural aspects in written materials to enhance business communication.

4. Module 4: Writing (90 hours)

- Write simple and polite business emails in Mandarin Chinese.
- Create short business reports and summaries on familiar topics.
- Develop basic marketing materials, such as product descriptions and promotions.
- Apply basic grammar, vocabulary, and formatting in all business writing tasks.