

**City University of Hong Kong**

**Information on a Course**  
offered by Department of Chinese and History  
with effect from Semester A in 2014-2015

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**Part I**

**Course Title:** Business Chinese

**Course Code:** CAH5717

**Course Duration:** 1 semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** Cantonese

**Medium of Assessment:** Chinese

**Prerequisites:** Nil

**Precursors:** Nil

**Equivalent Courses:** CTL5717 Business Chinese

**Exclusive Courses:** Nil

**Part II**

**Course Aims**

This course aims to enhance students' skills in business communication across a range of context in Chinese. It enables students to distinguish the typology and nature, and to apply appropriate grammatical and rhetoric devices to Chinese writing in the context of business. It develops in students the skills in using appropriate forms and means, to achieve effective communication in Chinese for business.

**Course Intended Learning Outcomes (CILOs)**

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	Describe and compare the variety of forms of business communication.	
2.	Relate the essentials, functions and styles of writing in different contexts of the business field.	

3.	Analyze the characteristics of language used in the field of business.	
4.	Employing creative solutions and sophisticated techniques to tackle issues and achieve effective communication in business	

### Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	TLAs	Hours/week (if applicable)
1-4	Lectures – Lecturing on selected topics, issues and case studies.	2 hrs
1-4	Tutorials – Group discussion, analysis of selected readings, writings, and case studies	1 hr
1-4	Investigating topics and issues related to business communication	
1-4	Presentations on findings, insights and observations of the investigation	
1-4	Producing business communication forms – In-class and outside class writing or oral tasks	

### Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
1-4	Oral presentation – Findings of the investigated topics related to business communication	20%	
1-4	Written assignments – <ul style="list-style-type: none"> <li>▪ Solving problems for business communication</li> <li>▪ Production of business communication forms</li> </ul>	40%	
1-4	Test – to assess students' overall grasping of the contents	30%	
1-4	Class discussion and participation – Level of participation in class activities and discussions	10%	

### Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A- ... F). Grading is based on student performance in assessment tasks/activities.

Grade A+, A, A-	Superior grasp of course contents. Excellent writing skills for different forms of business communication. Strong ability in analyzing and applying appropriate language devices for effective business communication.
Grade B+, B, B-	Good grasp of course contents. Good writing skills for major forms of business communication. Good ability in analyzing and applying appropriate language devices for effective business communication.
Grade C+, C, C-	Fair grasp of course contents. Fair writing skills for some forms of business communication. Fair ability in analyzing and applying appropriate language devices for effective business communication.
Grade D	Sufficiently acquiring the course contents. Marginally handling the writings for some forms of business communication. Weak ability in analyzing and applying appropriate language devices for effective business communication.
Grade F	Insufficient grasp of course contents. Inadequate ability in handling writings for business communication. Inadequate ability in analyzing and applying appropriate language devices for effective business communication.

### Part III

#### Keyword Syllabus

Nature, concept, and characteristics of business communication in Chinese. Different forms and genres of business communication. Language features and devices for business writing, such as morphology, lexis, syntax, rhetoric, and so on. Means and forms in achieving effective communication for business.

#### Recommended Reading

- 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。
- 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。
- 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。
- 岑紹基等，《中國內地實用文闡釋》。香港：香港教育圖書公司，2004。
- 李慕如，《實用應用文》。台北：五南圖書出版股份有限公司，2004。
- 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。
- 于成鯤主編，《現代應用文》。上海：復旦大學出版社，2003。
- 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。
- 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。
- 司有和、黃竹英，《商務溝通》。重慶：重慶師範學院出版社，2002。
- 張仁青，《應用文》。台北：文史哲出版社，2001。

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。

黎運漢、李軍，《商業語言》。台北：台灣商務印書館，2001。

袁永友，《國際商務經典案例》。北京：經濟日報出版社，2001。

古德明，《實用中文商務公函寫作》。香港：明窗出版社，2000。

香港貿易發展局，《中國貿易應用文》。香港：香港貿易發展局，1999。

張慶福，《優勢溝通——中文公函手冊》。香港：中銀集團培訓中心，1999。

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。

陳耀南，《應用文概說》。香港：山邊社，1994。