

City University of Hong Kong
Course Syllabus

offered by Chan Feng Men-ling Chan Shuk-lin Language Centre
with effect from Semester A 2021/22

Part I Course Overview

Course Title: Chinese Communication Skills for Business

Course Code: LC2961

Course Duration: 1 semester

Credit Units: 3 credits

Level: B2

Arts and Humanities

Proposed Area: Study of Societies, Social and Business Organisations

(for GE courses only)

Science and Technology

Medium of Instruction: Chinese

Medium of Assessment: Chinese

Prerequisites: Nil
(Course Code and Title)

Precursors: Nil
(Course Code and Title)

Equivalent Courses: CTL2961 Chinese Communication Skills for Business
(Course Code and Title) CAH2961 Chinese Communication Skills for Business

Exclusive Courses: CTL2120 Chinese Language (Putonghua) I
(Course Code and Title) CAH2120 Chinese Language (Putonghua) I
LC2120 Chinese Language (Putonghua) I

Part II Course Details

1. Abstract

This course is designed to develop students' language skills in Putonghua for business. The course will equip students with knowledge of Pinyin and popular vocabulary for communication in daily life and also enhance students' ability in understanding and speaking Putonghua in business context.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Master fundamental vocabulary and functional expressions used in both daily life and business communication;			√	
2.	Conduct situational conversation and effective communication in Putonghua.			√	
3.	Demonstrate competent use of Pinyin.			√	
4.	Describe and elaborate social and economic phenomena in Putonghua.			√	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Lecture	<ul style="list-style-type: none"> ● The syllable, structure and pronunciation of Pinyin will be introduced and demonstrated to students. ● Reading and transcribing exercises of Pinyin will be used to help students master the Pinyin system; ● Exercises, games or role-plays will be incorporated to enhance students' ability in the use of Pinyin. 	√	√	√	√			
Tutorial	<ul style="list-style-type: none"> ● Video clip appreciation and discussion are included to improve students' understanding of usage of vocabulary and phrases; ● Useful words with similar pronunciations between Cantonese and Putonghua are contrasted and compared with exercises in class; ● Practical sentences and conversations applied to build students' confidence in daily communication; 	√	√	√	√			
Presentation	<ul style="list-style-type: none"> ● Topic discussions and situational conversations will be conducted in pairs or small groups; ● Functional speaking, short talk and role play will be required i) to build up their knowledge of basic and commercial vocabulary; and ii) to enhance their oral communication skills; ● Finance and economics-related visual learning materials, newspaper and selected articles etc. are included. 	√	√	√	√			

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
Quiz	√	√	√	√			10%	
Recitation	√	√	√	√			10%	
In-class Oral presentation	√	√	√	√			10%	
Attendance and Class Participation	√	√	√	√			10%	
Mid-term Comprehensive Test	√	√	√	√			30%	
Final Comprehensive Test	√	√	√	√			30%	
Examination: - (duration: -)								
							100%	

* The weightings should add up to 100%.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Quiz	Ability in using Pinyin system will be tested in quiz.	1. Excellent command of business vocabulary and expression in Putonghua. 2. Excellent language competence in daily business conversation and communication. 3. Excellent command and application of knowledge in Pinyin. 4. Excellent Putonghua pronunciation and presentation skills.	1. Good command of business vocabulary and expression in Putonghua. 2. Good language competence in daily business conversation and communication. 3. Good command and application of knowledge in Pinyin. 4. Good Putonghua pronunciation and presentation skills.	1. Adequate command of business vocabulary and expression in Putonghua. 2. Fair language competence in daily business conversation and communication. 3. Adequate command and application of knowledge in Pinyin. 4. Acceptable Putonghua pronunciation and average presentation skills.	1. Marginal command of business vocabulary and expression in Putonghua. 2. Marginal language competence in daily business conversation and communication. 3. Marginal command and application of knowledge in Pinyin. 4. Marginal Putonghua pronunciation and presentation skills.	1. Below marginal requirements of business vocabulary and expression in Putonghua. 2. Poor language competence in daily business conversation and communication. 3. Poor command and application of knowledge in Pinyin. 4. Serious errors in pronunciation and lack of presentation skills.
Recitation	Recitation will be conducted on group basis to assess students' accuracy in pronunciation and proficiency in Putonghua.					
In-class Oral presentation	In-class Oral presentation in relevant business context to evaluate students' language ability.					
Mid-term Comprehensive Test	Ability in applying Pinyin such as Pinyin transcribing and reading; commercial vocabulary and conversation;					
Final Comprehensive Test	Combine listening, writing and speaking as a whole to evaluate students' language competence in basic and commercial Putonghua taught in class.					
Attendance and Class Participation	Level of participation in terms of raising and answering questions and involvement in discussions.					

*Grading is based on overall performance cored in **various** tasks. No need for further subdivisions here

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

Commercial vocabulary and functional expressions; Situational conversation;
Compare and contrast with difficult syllables between Putonghua and Cantonese;
Lexical interpreting from Cantonese to Putonghua; Pinyin system: Pronunciation and Structure of Putonghua syllable; The intonation of Putonghua: light tone and “er” vowel; Transcribing syllable; Listening and comprehension; Economic terms and hot-topic discussion.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

N/A

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Recommended Readings:

1.	王培光、魏思靜、曹原，2011年，《大學普通話》香港城市大學 中文、翻譯及語言學系 修訂版
2.	David Boyle 著，李陽譯，《金錢的運作》，2004年，三聯書店（香港）有限公司
3.	周顯，《錢的外遇——香港達人的開心投資理財課》，2009年，廣東經濟出版社。
4.	孟慶榮編著，2011年，《實用會計及金融普通話》，三聯書店（香港）有限公司。
5.	曾迎、袁振華、周文駿編著，2011年，《活用普通話》，中華書局。
6.	揚子江主編，《網路價值評估》，2002年，中國人民大學出版社。

Online Resources:

Chinese languages.org - 中國語音

e-普通話網上互動學習平臺（看漢科技有限公司）

普通話學習網