

LC4964: ADVANCED BUSINESS PUTONGHUA

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Advanced Business Putonghua

Subject Code

LC - CFML CSL Language Centre

Course Number

4964

Academic Unit

CFML CSL Language Centre (LC)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

A1, A2 - Associate Degree

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Chinese

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

A pass in a Putonghua course (no less than 40 hours) offered by our university (either by the CAH Dept., the previous CTL Dept., Division of Language Studies or SCOPE).

Equivalent Courses

CAH4964/CTL4964 Advanced Business Putonghua

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to nourish the student learning and train students towards an advanced level in handling business communication and administration in Putonghua. It further enhances students' oral ability and helps students acquire knowledge related to specific fields of commerce and administration terminology in Putonghua.

Course Intended Learning Outcomes (CILOs)

| CILOs | | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) | | | |
|-------|--|--|---|---|--|
| 1 | Demonstrate substantial knowledge of interpersonal communication related to commercial and administrative affairs such as discussing strategies, forms of meeting and negotiation etc. | | x | | |
| 2 | Demonstrate the competence in using proper Putonghua to communicate efficiently and in comprehending Putonghua with different accents | | | x | |
| 3 | Manage the usage of applications in various commercial situations and professional fields | | | x | |

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 real-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.

Teaching and Learning Activities (TLAs)

| TLAs | Brief Description | CILO No. | Hours/week (if applicable) |
|------|-------------------|--|----------------------------|
| 1 | Lecture | New vocabulary and rules will be explained and reinforced through textbooks, assignments and other supplementary teaching resources; Simulated meetings and conversations exercises are included; & Cantonese - Putonghua interpreting practice are provided to strengthen students' oral skills | 1, 2 |

| | | | | |
|---|--------------------------|--|------|--|
| 2 | Tutorial | Daily economic news/ issues reporting and hot-topic discussion will be conducted in the class; & Listening comprehension exercises are included to provide sufficient inputs for dynamic communications | 2, 3 | |
| 3 | Exercises and Discussion | Role-play tasks are intended to practise the newly learnt skills in criticizing, negotiating, persuading, commenting and debate; Discussion of various economic and social issues about China and Hong Kong are included in class; & Enhancement of overall language abilities with the use of audio-visual learning materials and media | 2, 3 | |

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|-----|--------------------------|---------------|--|
| 1 | Oral presentation | 1, 2, 3 | 30 |
| 2 | Assignments | 1, 2, 3 | 30 |
| 3 | Final comprehensive test | 1, 2, 3 | 40 |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Oral presentation

Criterion

Oral presentation relevant to assigned business contexts

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent competence in Cantonese - Putonghua interpreting.
4. Excellent Putonghua pronunciation and presentation skills

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.

2. Good language competence in daily business conversation and communication.
3. Good competence in Cantonese - Putonghua interpreting.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Average competence in Cantonese - Putonghua interpreting.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal competence in Cantonese - Putonghua interpreting.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
2. Poor language competence in daily business conversation and communication.
3. Poor competence in Cantonese - Putonghua interpreting.
4. Serious errors in pronunciation and lack of presentation skills.

Assessment Task

Assignments

Criterion

Concerning meeting, discussing and negotiating in small group simulated situations. The assignments assess students' ability to apply the knowledge and concepts learned in class to real situations.

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent competence in Cantonese - Putonghua interpreting.
4. Excellent Putonghua pronunciation and presentation skills

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good competence in Cantonese - Putonghua interpreting.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Average competence in Cantonese - Putonghua interpreting.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal competence in Cantonese - Putonghua interpreting.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
 2. Poor language competence in daily business conversation and communication.
 3. Poor competence in Cantonese - Putonghua interpreting.
 4. Serious errors in pronunciation and lack of presentation skills.
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Assessment Task

Final comprehensive test

Criterion

Students' ability in listening, comprehension, transcribing and oral expression are assessed

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent competence in Cantonese - Putonghua interpreting.
4. Excellent Putonghua pronunciation and presentation skills

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good competence in Cantonese - Putonghua interpreting.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Average competence in Cantonese - Putonghua interpreting.
4. Acceptable Putonghua pronunciation and average presentation skills.

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1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal competence in Cantonese - Putonghua interpreting.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
 2. Poor language competence in daily business conversation and communication.
 3. Poor competence in Cantonese - Putonghua interpreting.
 4. Serious errors in pronunciation and lack of presentation skills.
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Part III Other Information

Keyword Syllabus

Discussing strategies; forms of interpersonal communication; comprehension of Putonghua with accents; Cantonese - Putonghua interpretation practice and negotiation games.

Reading List

Compulsory Readings

| Title | |
|-------|-----|
| 1 | Nil |

Additional Readings

| Title | |
|-------|--|
| 1 | 張靜賢主編，《漢語外貿口語30課》，北京語言文化大學出版社，2001。 |
| 2 | 張丹著，《財經金融普通話》，香港萬海語言出版社，2000。 |
| 3 | 史湄、鄭定歐，《商貿普通話》，香港：香港城市大學專業進修學院，1995。 |
| 4 | 殷允芃編，《太平洋世紀的主人》，台北：經濟與生活(天下叢書)，1985。 |
| 5 | 殷允芃編，《決策者—當代名人訪談錄》，台北：經濟與生活(天下叢書)，1985。 |
| 6 | 高宏德、馮蘇寶、劉世慶編譯，《國外著名管理學家理論》，成都：四川科技出版社，1985。 |
| 7 | 徐世蘭著，《見樹又見林》，天下叢書，台北：經濟與生活(天下叢書)，1983。 |
| 8 | 鄭德良，《香港經濟問題初探》，中山大學，1984。 |
| 9 | 曹景行、陸延譯，《談判的藝術》，(The Art of Negotiating by Gerald I. Nierenberg)，上海：上海翻譯出版公司，1986。 |
| 10 | 謝瑤玲譯，《談判的技巧》，(You Can Negotiate Anything by Herb Cohen)，台北：台北桂冠圖書股份有限公司，1983。 |
| 11 | 王愉等，《公務普通話900句》，香港：壹出版社，1997。 |
| 12 | 董兆杰，《口語訓練》，北京：語文出版社，1990。 |