

**Chinese 416: Business Chinese**  
**Department of World Languages and Cultures**  
**University of Nevada, Las Vegas**

**Course Description**

Welcome and thank you for choosing to continue studying Chinese at the 400 level. CHI 416 is designed to help students who have successfully completed at least three years of college-level Chinese or who possess an equivalent Chinese proficiency. Our focus is on developing advanced language skills and content knowledge needed in the Chinese business world. We will learn important business terms and expressions, some general rules of business communication that are conventions of the Chinese business world, different styles of language and their respective business functions, and some common business practices. We will discuss a variety of business-related topics such as China's economic reform, international trade, sales and advertisement, e-commerce, financial and accounting reports, etc. On the one hand, the course will further expand your vocabulary and rhetorical skills for business communication; on the other hand, it will also help you gain a better understanding of the business environment and culture in contemporary China.

The class will be conducted in Chinese. Prerequisite: Chinese 302 or permission of the instructor. 3 credits.

**Learning Outcomes**

This course will contribute to the attainment of the University Undergraduate Learning Outcomes (UULOs) and the Department of World Languages and Cultures (WLC) Student Learning Outcomes in the areas of communication, cultures, connections, comparisons, and communities. More specifically, on satisfying the requirements for this course, students are expected to be at the Advanced level on the ACTFL (American Council for the Teaching of Foreign Languages) scale and be able to:

- demonstrate ability to listen to and comprehend business-related short narrative and descriptive texts in Mandarin Chinese. Comprehension may often derive primarily from situational and subject-matter knowledge
- demonstrate ability to negotiate face-to-face interactions as well as other formal and informal speaking contexts in linguistically, socially, and culturally appropriate ways
- read a variety of formal and informal genres of business writing in Chinese at ACTFL advanced low level
- meet basic business-related writing needs, and demonstrate an awareness of formal Chinese writing conventions at ACTFL advanced low level
- enhance cultural awareness about China and the Chinese business world, and improve overall communicative ability and global knowledge.

**Required Textbook**

Feng, Yu, et al. Close the Deal: Advanced Chinese for Creative and Productive Business 《在商言商》. Boston: Cheng & Tsui Company, 2006. ISBN: 9780887274374.

Users have access to free [audio](https://www.cheng-tsui.com/resources/close_the_deal), [https://www.cheng-tsui.com/resources/close\\_the\\_deal](https://www.cheng-tsui.com/resources/close_the_deal) files that correspond to the text.

[Close the Deal companion site](https://www.cheng-tsui.com/sites/default/files/resource_center/closethedeal/index.html), [https://www.cheng-tsui.com/sites/default/files/resource\\_center/closethedeal/index.html](https://www.cheng-tsui.com/sites/default/files/resource_center/closethedeal/index.html)

Additional materials will be made available on WebCampus. Please check RebelMail and WebCampus weekly for updates.

## Course Requirements

1. Preparation, attendance and active participation: Class attendance is mandatory. The success of the class and of your learning depends on your preparation and participation. You are expected to study assigned materials before each class, actively participate in all classroom activities, and turn in homework punctually. Except for documented emergencies, observance of a religious holiday, and UNLV sponsored extracurricular activity, each absence will result in loss of points. Extreme lateness will be counted as an absence. Students must notify the instructor in writing of anticipated absences because of observance of a religious holiday, no later than the end of the first two weeks of classes.
2. Homework assignments: All the assigned work has to be submitted on the due dates. Late work will be accepted only if it is submitted by the beginning of next class, and will receive a penalty of 50% reduction (2pts) from your grade for the assignment, except in cases of documented emergencies. Contact your instructor before the due date if you have any questions or problems.

Point of each homework assignment (4 points max):

- 4 pts. —Everything was completed, submitted on time, and had no or very few errors.
  - 3 pts. —Everything was completed and submitted on time, but had a few errors.
  - 2 pts. —Work was late, incomplete, or had a significant amount of errors.
  - 1 pts. —Work was late, incomplete, and had a significant amount of errors.
  - 0 pts. —Work was not submitted by the beginning of the next class or plagiarism was found.
3. Quizzes and exams: There will be regular unit quizzes and students are allowed to drop one lowest score. Midterm and final exams will be comprehensive. No makeup quizzes or exams except in cases of documented emergencies.
  4. Oral presentations: Because interpretive, interpersonal, and presentational communication skills are highly important in business interaction, you are expected to deliver regular informal oral presentations and one formal presentation this semester. These can be group performance of selected textbook conversations or relevant scenarios, or individual business presentation on a relevant topic. More details will be discussed in class.
  5. Mutual respect is expected in class. No recording is allowed in class without the instructor's consent. If things become unclear and difficult, it is your responsibility to

take the initiative and contact the instructor for assistance after class or during the instructor's office hours.

## Grading

- Attendance and Participation 25%
- Quizzes 10%
- Homework 12%
- Midterm 15%
- Oral presentation 18%
- Final Exam 20%

## Grading Scale

Letter Grade	Percentage
A	93% and above
A-	90-92%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
F	59% and below

## Weekly Schedule

Week	Day	Module
Week 1	8/23	Let's get started 课程介绍, 热身
Week 1	8/25	第一课: 市场调查 (第一部分)
Week 2	8/30	第一课: 市场调查 (第一部分)
Week 2	9/1	第一课: 市场调查 (第二部分)
Week 3	9/6	Labor Day Recess- 劳动节快乐!
Week 3	9/8	第一课 复习与口头报告 (交功课)
Week 4	9/13	第一课单元考试; 第二课: 人力资源(第一部分)

<b>Week</b>	<b>Day</b>	<b>Module</b>
Week 4	9/15	第二课:人力资源(第一部分)
Week 5	9/20	第二课:人力资源(第一部分)
Week 5	9/22	第二课:人力资源(第一部分)
Week 6	9/27	第二课:人力资源(第三部分)
Week 6	9/29	第二课:人力资源(第四部分)
Week 7	10/4	第二课:人力资源(课堂讨论和角色表演)
Week 7	10/6	第二课 复习与口头报告 (交功课)
Week 8	10/11	第三课:寻找合作伙伴 (背景和任务/第一部分)
Week 8	10/13	第三课:寻找合作伙伴 (第一部分)
Week 9	10/18	期中考试
Week 9	10/20	期中考试分析
Week 10	10/25	第三课:寻找合作伙伴 (第二部分)
Week 10	10/27	第三课:寻找合作伙伴 (第三部分)
Week 11	11/1	第三课:寻找合作伙伴 (第四部分)
Week 11	11/3	第三课:寻找合作伙伴 (第四部分/第五部分)
Week 12	11/8	第三课:寻找合作伙伴 (第五部分)
Week 12	11/10	第三课 复习与口头报告 (交功课)
Week 13	11/15	第四课: 广告策划 (第一部分)
Week 13	11/17	第四课: 广告策划 (第一部分)
Week 14	11/22	第四课: 广告策划 (第二部分)
Week 14	11/24	第四课: 广告策划 (第二部分)
Week 15	11/29	第四课 复习与口头报告 (交功课)
Week 15	12/1	期末复习与报告
Week 16	12/6	3:10 PM-5:10 PM 期末考试

Week	Day	Module
		祝大家寒假快乐!

\*Note: The schedule is subject to change according to my evaluation of class progress and student interest. Please turn on your Canvas course notifications to receive announcements and updates.

## University Policies and Resources

### Public Health Directives

Face coverings are mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at Health Requirements for Re-turning to Campus, <https://www.unlv.edu/coronavirus/health-requirements>. Students who do not comply with these directives may be asked to leave the class-room. Refusal to follow the guidelines may result in further disciplinary action according to the UNLV Student Conduct Code, [https://www.unlv.edu/sites/default/files/page\\_files/27/StudentConduct-Code.pdf](https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf), including being administratively withdrawn from the course.

### Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the Student Conduct Code, <https://www.unlv.edu/studentconduct/student-conduct>.

### Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

### Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an education-al record under the Family Educational Rights and Privacy Act (FERPA).

### **Copyright**

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional copyright policy information is available at <https://www.unlv.edu/provost/copyright>.

### **Disability Resource Center (DRC)**

The UNLV Disability Resource Center (Student Services Complex, SSC-A, Room 143, <https://www.unlv.edu/drc>, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester, and make an appointment to discuss their accommodations with their instructors.

### **Final Examinations**

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the Final Exam Schedule, <https://www.unlv.edu/registrar/calendars>.

### **Identity Verification in Online Courses**

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the Student Academic Misconduct Policy, <https://www.unlv.edu/studentconduct/misconduct/policy>, which states that "acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment" is a form of academic misconduct.

Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student

### **Academic Misconduct Policy**

UNLV students enrolled in online courses are also expected to read and adhere to the Acceptable Use of Computing and Information Technology Resources Policy, <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

### **Incomplete Grades**

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of “F” will be recorded, and the student’s GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the “I” grade.

### **Library Resources**

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the Libraries’ Research Consultation website, <https://guides.library.unlv.edu/appointments/librarian>. You can also ask the library staff questions via chat and text message at <https://ask.library.unlv.edu/>.

### **Missed Classwork**

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the Academic Policies webpage, <https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a “Drop one” option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate’s policy, and an infringement on the student’s right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

### **Rebelmail**

Rebelmail is UNLV’s official email system for students and by University policy, instructors and staff should only send emails to students’ Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

### **Tutoring and Coaching**

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the ASC website, <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

### **UNLV Writing Center**

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their



appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

### **Diversity Statement**

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regard-less of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic in-formation, veteran status, or political affiliation. Please see University Statements and Compliance, <https://www.unlv.edu/about/statements-compliance>.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be dis-agreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.