

Chinese Language and Literature

(Business Chinese)

Bachelor

Profile:

This program is called Business Chinese, the main purpose is to learn Chinese for its application in business environment. It enables students to be proficient in Chinese language along with solid foundation in international trade to cultivate their capability of using Chinese in a businessmen setting. This program is tailored with courses regarding language, trade and management. The language and major courses are taught by using English and Chinese, general courses are taught in English.

Education Objectives

The enrollees of this program are international students whose first language is not Chinese and with a degree of high school or above. Based on the educational principle that knowledge, ability and quality are equally important, the purpose of this program is to take Chinese language, business and Chinese social culture as the main courses, in order to cultivate inter-disciplinary talents who are skillful in Chinese and can use Chinese in all kinds of business activities, and can fit better in the modern international society.

Duration

4 years.

Job Prospects

Graduates will be capable of teaching Chinese and managing jobs in universities, junior and senior high school, tutoring institutions, working in all kinds of international companies as secretaries, translators, salesmen, business activity designers, as well as working in governments on promoting their relation with China.

Examples:

- 1、 work in Chinese companies;
- 2、 start your own business in China and do business with Chinese people;
- 3、 work in their own countries as the representatives of Chinese companies, such as the overseas offices of China Bank;
- 4、 work as translators in Chinese or their own country's companies;
- 5、 work as tour guides in their own countries, hosting Chinese tourists;
- 6、 work as Chinese teachers in their own countries.

Core Courses

Elementary Chinese Reading and Writing、 Intermediate Chinese Reading, Writing and Listening、 Business Speaking Chinese、 Business Chinese Writing、 Business Chinese Reading(intensive)
Practical Teaching: It includes cognitive training, Chinese cultural experience(calligraphy, paper cutting, Nanquan, Seal-cutting)、 International Students' Forum, practice courses of traveling/Chinese teaching/ hotel internship, investigation report and major-related exercitation.

【Course Title】 Elementary Chinese Comprehensive I

【Course Code】 050101

【Credits】 8

【Credits Hours】 128

【Semester】 fall

【Capacity】 20

【Instructor】 Lili Xu

【Course Descript】

This course is set for the Business Chinese major students who didn't learn Chinese before. By the teaching means, improve their abilities of Chinese listening, speaking, reading and writing. Examinations: Regular grade30% + the final grade70% = 100 points overall rating

【Course Title】 Intermediate Chinese Writing I

【Course Code】 050101

【Credits】 3

【Credits Hours】 48

【Semester】 fall

【Capacity】

【Instructor】 Wenwen Kan

【Course Descript】

This course is set for the Business Chinese major students who have completed the study of modern Chinese for one year or have mastered about 2000-3000 words. Through the course, students are expected to enhance their experience of writing and comprehend Chinese culture better. Examinations: Regular grade30% + the final grade70% = 100 points overall rating

【Course Title】 Elementary Business Chinese I

【Course Code】 050101

【Credits】 6

【Credits Hours】 96

【Semester】 Fall

【Capacity】 20

【Instructor】 Ting Zheng

【Course Descript】

The course is a compulsory course for Business Chinese major students, who had learned primary and intermediate Chinese language course, master about 2000 Chinese words. Through the learning of this course, students can grasp the business vocabulary, can skillfully use business Chinese knowledge into actual daily life, and can complete the corresponding task in providing business place.

Examinations: Regular grade30% +quiz 20%+middle exam20%+ the final grade30% = 100 points overall rating

Contact information:

Telephone number:(0577)-86680971

Email:admission@wzu.edu.cn

Website:http://cie.wzu.edu.cn/

Application system:https://wzu.17gz.org/member/login.do