



塞浦路斯大学孔子学院
Ινστιτούτο Κομφούκιος
στο Πανεπιστήμιο Κύπρου

Chinese Business Language and Culture

- **Time:** 6:30pm to 8:30pm on every Wednesday for 10 weeks from March 15th to May 31st, 2017
- **Pre-requisite:** none
- **Number of learners in one class:** 15-20
- **Fees:** €200 including all the learning materials.
- **Venue:** Room 105 Building SFC03 at the new campus of the University of Cyprus (1 Panepistimiou Avenue, 2109 Aglantzia)

- **Course description:**

In this 20-hour short course, the participants will learn the most frequently used Chinese expressions in business situations, the basic facts about China, and more importantly the basics of Chinese business culture, customs, manners, etiquette, and values, which will help the participants better understand and communicate with their Chinese colleagues or clients.

- **Learning outcomes:**

1. Acquire the basic knowledge of (1) Chinese language pronunciation, characters, and grammatical structures; (2) the current economic and political facts of China; (3) Chinese business culture, customs, manners, etiquette, and values.
2. Acquire the most frequently used 100 Chinese words and expressions in business contexts, and be able to count from one to one trillion.
3. Recognize up to 50 basic characters.

- **Learning materials:** prepared by the instructor

- **Instructional language:** English

- **Instructor:** Professor WANG Zhenxian (Chinese Director of the Confucius Institute at UCY)

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Tentative Timetable for Chinese Business Language and Culture

Dates	Topics/Content
Mar. 15th	Chinese pronunciation (Pinyin) , characters, and basic grammatical structures
Mar. 22th	Basic facts of Chinese history, religion, economy, government structure and politics
Mar. 29th	The roots of Chinese culture: The traditional Chinese philosophy and religion: Confucianism, Taoism, and Buddhism
Apr. 5th	The basic Chinese cultural values and ways of thinking: Doctrine of the Mean, holistic versus analytic thinking, harmony, hierarchy, face, guanxi, and Chinese modesty and humility
Apr. 26th	Interacting with Chinese people (1): Chinese titles and forms of address; Greetings, conversations, and farewells.
May 3rd	Interacting with Chinese people (2): Appointments, visiting, time use, and gift giving; Chinese-style dining
May 10th	Interacting with Chinese people (3): Negotiating and institutional decision making; Hosting Chinese guests
May 17th	Business ethics in China and tips of doing business in China (1)
May 24th	Business ethics in China and tips of doing business in China (2)
May 31st	Course certificate awarding ceremony and seminar on business opportunities in China.