

<b>Module title</b>		<b>Abbreviation</b>
Chinese Commerce 1		04-CBE4-212-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
2 semester	graduate	--
<b>Contents</b>		
<p>Based on an intermediate level of modern Chinese required for admission to China Business and Economics, students will receive language training aiming at an advanced level of applied Chinese business language. This entails harmonizing international students' Chinese language level in the first term. Students are systematically introduced to economic vocabulary in Chinese language by using texts on economic models in Chinese language, as well as material on applied business language. Practical application of usage of economic language is trained in case studies such as stock market games etc. Furthermore, students give presentations on various business strategies and topics such as marketing, value chain, logistics, competitive advantage etc.</p>		
<b>Intended learning outcomes</b>		
<p>Students have good command of economic vocabulary and can produce clear and detailed oral or written presentations on economic issues giving the advantages and disadvantages of various points of views. They are able to read, understand, and analyze Chinese texts and materials on various economic issues. They are able to give a presentation based on theoretical models in Chinese language.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
Ü (4) Module taught in: Chinese		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
<p>Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Business and Economics (2025)</p>		