Module title: Commercial Chinese

Abbreviation: 04-CLE5-212-m01

Module coordinator:
European Chinese Language and Culture Programme (ECLC) at Peking University (PKU)

Module offered by:
Institute of East and South Asian Cultural Studies at Peking University (ECLC)

ECTS: 10

Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester

Module level: Graduate

Language of assessment: Chinese

Intended learning outcomes:
The students have vocational language skills in business Chinese and besides a professional terminology are able to actively use ca. 150 relevant phrases.

Contents:
This module focuses on business Chinese and language skills in the field of economics. Students are systematically introduced to economic vocabulary in Chinese language. They are trained by practical exercises in everyday business situations and by reading texts on current issues on China’s economic development. Furthermore, students give presentations on a project including interviews with external partners on business strategies and topics such as marketing.

Method of assessment:
written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)

Allocation of places:
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Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes):
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Module appears in:
Master’s degree (1 major) China Language and Economy (2021)