

Liverpool John Moores University

Title: CHINESE BUSINESS ENVIRONMENT AND COMMUNICATIONS
Status: Definitive
Code: **5004LACH** (108626)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Qing Cao	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	oral presentation 50%, summary 40%, vocabulary test 10%	100.0	

Aims

To acquaint the student with different aspects of the contemporary Chinese business environment.

To enable the student to develop oral/aural and written skills using foreign language registers appropriate to business situations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Have gained some insight into contemporary Chinese business environment.
- 2 Recognise and adapt to the country's differing working practices and behavioral norms and expectations.
- 3 Well equipped linguistically to perform simple business tasks with confidence.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

ESSAY	1	2	3
-------	---	---	---

Outline Syllabus

The module covers a variety of situations which the student is likely to meet as a customer/guest in China and focuses on the appropriate speech for business encounters.

Learning Activities

The module covers a variety of situations which the student is likely to encounter as a customer/guest in China and focuses on the appropriate speech patterns.

References

Course Material	Book
Author	Brahm, L
Publishing Year	1996
Title	Business Guide to China
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Brown, R.A.
Publishing Year	1996
Title	Chinese Business Enterprise
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
------------------------	------

Author	Chen, M.J
Publishing Year	2003
Title	Inside Chinese Business
Subtitle	A Guide for Managers Worldwide
Edition	
Publisher	Harvard Business School Press
ISBN	

Course Material	Book
Author	De Mente, B.L.
Publishing Year	1994
Title	Chinese Etiquette and Ethics in Business
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Genzberger, C. A.
Publishing Year	1995
Title	China Business
Subtitle	the Potable Encyclopedia
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Kenna, P
Publishing Year	1994
Title	Business China
Subtitle	A Practical Guide
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Kynge, J.
Publishing Year	2006
Title	China Shakes the World
Subtitle	
Edition	
Publisher	Weidenfeld & Nicolson
ISBN	

Course Material	Book
Author	Li, J. & Wang, J.
Publishing Year	1996

Title	Chinese English Dictionary of Economics and Trade
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Shen, M.Y
Publishing Year	2004
Title	How to do Business with China
Subtitle	
Edition	
Publisher	Dorrance Pub Co
ISBN	

Course Material	Book
Author	Williamson, A. M.
Publishing Year	2003
Title	The Chinese Business Puzzle
Subtitle	How to work more effectively with Chinese Culture
Edition	
Publisher	Oxford: How to Books Ltd
ISBN	

Notes

This module offers an insight into the Chinese business environment, introduces students to business-related vocabulary, enabling them to understand and respond appropriately to business situations in the country.