

LC2962: BEGINNING PUTONGHUA FOR BUSINESS

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Beginning Putonghua for Business

Subject Code

LC - CFML CSL Language Centre

Course Number

2962

Academic Unit

CFML CSL Language Centre (LC)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Chinese

Medium of Assessment

Chinese

Prerequisites

CAH2961/CTL2961 Chinese Communication Skills

Precursors

Nil

Equivalent Courses

CAH2962/CTL2962 Beginning Putonghua for Business

Exclusive Courses

CAH2121/CTL2121 Chinese Language (Putonghua) II;
LC2121 Chinese Language (Putonghua) II

Part II Course Details

Abstract

This course is designed for the students who are specialised in China Business. The course aims to strengthen student's ability in using Pinyin system; to develop students' Putonghua communication skills for business purposes; and to enhance students' ability in understanding and speaking Putonghua in business contexts.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		
		DEC-A1	DEC-A2	DEC-A3
1	Recognize the key expressions based on daily business communications and focus on china issues.		x	
2	Demonstrate the ability in using Pinyin to study efficiently.		x	
3	Identify the differences between Cantonese and Putonghua lexical item.		x	
4	Communicate with accuracy in basic conversations within the business contexts.		x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	New vocabulary and Putonghua idiomatic expressions are introduced and elaborated; Commercial conversation practices of various situations are included; and Sentence composition exercises are particularly assigned	1, 2, 3, 4	

2	Tutorial	Transcribing exercises are provided to strengthen students' Pinyin skills; Words with similar pronunciations are contrasted with Pinyin; and Students are encouraged to use Pinyin to learn new vocabulary	1, 2, 3, 4	
3	Assignment	Interpreting and translation assignments	1, 2, 3, 4	
4	Presentation and discussions	Students are required to report daily business news individually; Role-plays are assigned for students to review business situational dialogues in the textbook; and Students are involved in discussions of various economic and social issues about China and Hong Kong	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Quiz	1, 2, 3, 4	10	
2	Reciting	1, 2, 3, 4	10	
3	Oral Test	1, 2, 3, 4	10	
4	Mid-term comprehensive test	1, 2, 3, 4	30	
5	Final comprehensive test	1, 2, 3, 4	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Quiz

Criterion

Ability in using Pinyin system will be tested in a multiple choice in quiz.

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.

3. Excellent command and application of knowledge in Pinyin.
4. Excellent Putonghua pronunciation and presentation skills

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good command and application of knowledge in Pinyin.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Adequate command and application of knowledge in Pinyin.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal command and application of knowledge in Pinyin.
4. Marginal Putonghua pronunciation and presentation skills

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
2. Poor language competence in daily business conversation and communication.
3. Poor command and application of knowledge in Pinyin.
4. Serious errors in pronunciation and lack of presentation skills.

Assessment Task

Reciting

Criterion

Reciting will be requested on an individual basis to assess students' pronunciation and proficiency in Putonghua.

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent command and application of knowledge in Pinyin.
4. Excellent Putonghua pronunciation and presentation skills.

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good command and application of knowledge in Pinyin.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Adequate command and application of knowledge in Pinyin.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.

3. Marginal command and application of knowledge in Pinyin.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
 2. Poor language competence in daily business conversation and communication.
 3. Poor command and application of knowledge in Pinyin.
 4. Serious errors in pronunciation and lack of presentation skills.
-

Assessment Task

Oral Test

Criterion

Oral Test in relevant business context and presentation one by one in class.

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent command and application of knowledge in Pinyin.
4. Excellent Putonghua pronunciation and presentation skills.

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good command and application of knowledge in Pinyin.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Adequate command and application of knowledge in Pinyin.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal command and application of knowledge in Pinyin.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
 2. Poor language competence in daily business conversation and communication.
 3. Poor command and application of knowledge in Pinyin.
 4. Serious errors in pronunciation and lack of presentation skills.
-

Assessment Task

Mid-term comprehensive test

Criterion

Mid-term comprehensive test to assess students ability in Pinyin application and their oral ability.

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent command and application of knowledge in Pinyin.
4. Excellent Putonghua pronunciation and presentation skills.

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good command and application of knowledge in Pinyin.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Adequate command and application of knowledge in Pinyin.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal command and application of knowledge in Pinyin.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
2. Poor language competence in daily business conversation and communication.
3. Poor command and application of knowledge in Pinyin.
4. Serious errors in pronunciation and lack of presentation skills."

Assessment Task

Final comprehensive test

Criterion

Final comprehensive test include listening, vocabularies comprehension, Pinyin Transcribing skills, translation from Cantonese to Chinese and oral expressions.

Excellent (A+, A, A-)

1. Excellent command of business vocabulary and expression in Putonghua.
2. Excellent language competence in daily business conversation and communication.
3. Excellent command and application of knowledge in Pinyin.
4. Excellent Putonghua pronunciation and presentation skills.

Good (B+, B, B-)

1. Good command of business vocabulary and expression in Putonghua.
2. Good language competence in daily business conversation and communication.
3. Good command and application of knowledge in Pinyin.
4. Good Putonghua pronunciation and presentation skills.

Fair (C+, C, C-)

1. Adequate command of business vocabulary and expression in Putonghua.
2. Fair language competence in daily business conversation and communication.
3. Adequate command and application of knowledge in Pinyin.
4. Acceptable Putonghua pronunciation and average presentation skills.

Marginal (D)

1. Marginal command of business vocabulary and expression in Putonghua.
2. Marginal language competence in daily business conversation and communication.
3. Marginal command and application of knowledge in Pinyin.
4. Marginal Putonghua pronunciation and presentation skills.

Failure (F)

1. Below marginal requirements of business vocabulary and expression in Putonghua.
2. Poor language competence in daily business conversation and communication.
3. Poor command and application of knowledge in Pinyin.
4. Serious errors in pronunciation and lack of presentation skills.

Part III Other Information**Keyword Syllabus**

Pinyin, transcribe syllables, compare and contrast with the difficult syllables, The intonation of Putonghua: light tone and “er” vowel pronunciation, lexical interpreting from Cantonese to Putonghua, communication skills, business interactive conversation, China related subjects, economic terms and hot-topic discussion.

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	大學普通話（課文6-13）王培光等編撰 香港城市大學中文、翻譯及語言學系
2	商貿普通話（上冊）香港理工大學中國語文教學中心 2005年
3	中國商務文化 北京語言文化大學出版 2004年
4	趙春菲等主編，《企業控制——財務風險的86種方法》，中國經濟出版社，2007年
5	e-普通話網上互動學習平臺（看漢科技有限公司）
6	香港理工大學中國語文教學中心-網上語文學習資料庫
7	香港中文大學-普通話教育研究及發展中心