

2020/2021 UEA Bachelor's Degree Programme (Taught in Chinese)

Zhejiang Gongshang University
Chinese Language & Literature (Business Chinese Direction)

** The information below is extracted from the curriculum for current students at the university. Please refer to the curriculum used in the year of entry as final curriculum.*

1. Program Overview

University/School: School of Humanities and Communication, Zhejiang Gongshang University

Major: Chinese Language & Literature

Standard Duration: 4 years

Credit Requirement for Graduation: 141 credits

Awarding Degree: Bachelor of Arts

- Requirement for graduation: having successfully obtained all credits required, achieving at least 180 scores at HSK 5 (students are required to submit HSK certificate which is awarded in China within two years of validity, together with exam ID), completion of internship, having passed dissertation defense and met the requirement of ZJSU for graduation from undergraduate programmes.
- Requirement for degree awarding: having successfully obtained all credits required, achieving at least 210 scores at HSK 5 test or at least 180 scores at HSK 6 test (students are required to submit HSK certificate which is awarded in China within two years of validity, together with exam ID), completion of internship, having passed dissertation defense and met the requirement of ZJSU for awarding Bachelor of Arts degree.

2. Teaching Outcomes

This programme is offered to international students (including foreigners and overseas Chinese) who are non-Chinese native speakers with qualifications of high school diploma or above (including high school graduates). The programme takes Chinese as the foundation, business Chinese as the backbone and Chinese business, Chinese economy and

Chinese culture as main modules. Students will be able to

- master knowledge of the modern Chinese language and basic knowledge of business Chinese systematically;
- have a high level of ability for business Chinese communication, intercultural communication and business negotiations;
- be familiar with China's politics, economy, trade, history, culture etc., master basic methods for business, economic and trade cooperation, and be able to engage in the cooperation between China and other countries.

Students are expected to grow into professional talents who can adapt to the needs for global development with skills for using Chinese as a business working language in an intercultural environment.

Requirement:

1. HSK 5 (score of 210) or HSK 6 (score of 180) at graduation, with strong abilities in Business Chinese for listening, speaking, reading and writing, with a high level of business Chinese communication and the potential for further development.
2. Have a good understanding on China's society, politics, economy, trade, history and culture, as well as the development and policies of China.
3. Be equipped with skills for cross-cultural communication and business communication in Chinese in cooperation and activities in business and trade.
4. Proficient computer skills, and be able to use software in Chinese.
5. Strong ability for reading in Chinese, and using Chinese for listening, speaking, writing and translation.

3. Curriculum

Main Modules:

Intermediate Chinese, Advanced Chinese, New HSK 6 Guide, Advanced Business Chinese, Business Chinese Speaking, Business Chinese Listening, Business Chinese Reading, Business Chinese Writing, Introduction to International Business, Introduction to Economics, International Marketing, International Trade Practice, eCommerce, Financial Management, Business Negotiation, China Overview, International Business Law, etc.

Curriculum Teaching Timetable 1

Category	Module Title	Credit	Class Hour			Class Hour by Semester								
			Lecture	Experiment	Practice	1	2	3	4	5	6	7	8	
General Education	Primary Application of Office Software	3	6	42			3							
	Advanced Application of Office Software	3	6	42									3	
	China Overview	4	64					4						
	Beginning Education	1	16			1								
	Subtotal	11	92	84		1	3	4					3	
30 Core Subject Modules (Table 2)		98	1568			12	12	16	20	18	18	2		
21 Optional Subject Modules (Table 3)		10	320			4	2	2	2	4	4	2		
Subtotal		108				16	14	18	22	22	22	4		
Graduation Dissertation (Graduation Project)		8			160									+8 W
Practice Module		4			160									+8 W
*Optional Module		10												
Total		141	92	84	320	17	17	22	22	22	22	7		

Notes:

1. According to the difficulty level for General Education Modules, the start time has been adjusted;
2. + refers to Modules that are arranged as practice in the academic year;
3. * Based on the characteristics of international students, Optional Modules are combined with Optional Subject Modules. International students should take Optional Modules as required.

Curriculum Teaching Timetable 2

Category	Module Title	Credit	Class Hour			Class Hour by Semester																									
			Lecture	Experiment	Practice	1	2	3	4	5	6	7	8																		
Core Subject Modules	Intermediate Chinese I	8	128			8*																									
	Intermediate Chinese II	8	128				8*																								
	Primary Business Chinese Listening I	2	32			2*																									
	Primary Business Chinese Speaking I	2	32			2*																									
	Primary Business Chinese Listening II	2	32				2*																								
	Primary Business Chinese Speaking II	2	32				2*																								
	Intermediate Business Chinese I	8	128						8*																						
	Intermediate Business Chinese II	8	128							8*																					
	Intermediate Business Chinese Speaking I	2	32						2*																						
	Intermediate Business Chinese Speaking II	2	32							2*																					
	Intermediate Business Chinese Listening I	2	32							2*																					
	Intermediate Business Chinese Listening II	2	32								2*																				
	Introduction to International Business	2	32							2*																					
	Business Chinese Writing	4	64								4*																				
	Foundations of Economics	2	32							2*																					
	Advanced Business Chinese I	8	128									8*																			
	Advanced Business Chinese II	8	128										8*																		
	Advanced Business Chinese Speaking I	2	32										2*																		
	Advanced Business Chinese Speaking II	2	32											2*																	
	Advanced Business Chinese Reading I	2	32											2*																	
	Advanced Business Chinese Reading II	2	32												2*																
	News Listening I	2	32											2*																	
	News Listening II	2	32												2*																
	eCommerce	2	32										2*																		
	Business Negotiation	2	32										2*																		
	International Marketing	2	32											2*																	
	International Trade Practices	2	32												2*																
	International Business Law	2	32													2*															
Financial Management	2	32													2*																
Research Methods and Graduation Dissertation Writing	2	32																								2*					
Subtotal		98	1568							12	12	16	20	18	18	2															

Notes: ①* refer to Examination Modules within the standard examination time of each semester.

②+ refer to Modules arranged for the practice in the academic year.

Curriculum Teaching Timetable 3

Category	Module Title	Credit	Class Hour			Class Hour by Semester														
			Lecture	Experiment	Practice	1	2	3	4	5	6	7	8							
Optional Subject Modules	Chinese Characters Reading and Writing	2	32			2														
	Mandarin Pronunciation Training	2	32			2														
	Tourism Chinese	2	32																	
	Film and TV Programmes Appreciation	2	32																	
	Chinese Grammar Enhancement	2	32				2													
	Chinese Calligraphy	2	32																	
	Business Etiquette	2	32					2												
	Chinese Idiom	2	32																	
	Chinese Traditional Art	2	32																	
	Classic Business Case Analysis	2	32						2											
	Business Chinese Speech	2	32																	
	Ancient Chinese	2	32																	
	New HSK 5 Guide	2	32							2										
	Advanced Chinese I	2	32							2										
	Economics Application Writing	2	32																	
	New HSK 6 Guide	2	32									2								
	Appreciation of Ancient Chinese Poetry	2	32																	
	Advanced Chinese II	2	32									2								
	Contemporary Chinese Economy	2	32															2		
	Chinese Newspaper Reading	2	32																	
Chinese Traditional Culture and Modern Lifestyle	2	32																		
Credit Requirement		20	320			4	2	2	2	4	4	2								

Notes:

- ①* refer to Examination Modules within the standard examination time of each semester.
- ②+ refer to Modules arranged for the practice in the academic year.
- ③ Based on the characteristics of international students, Optional Modules are combined with Optional Subject Modules. International students should take Optional Modules as required to obtain 20 credits.

Curriculum Teaching timetable 4

Category	Compulsory Module			Optional Module			Total	Including: Experiment, Internship, Practice, Computer Operation			
	General Education Module	Core Subject Module	Subtotal	Optional Subject Module	Optional Module	Subtotal		General Education Module	Core Subject Module	Optional Subject Module	Subtotal
Credit	11	110	121	10	10	20	141	5.25	12	0	17.25
%	7.80%	78.01%	85.82%	7.09%	7.09%	14.18%	100.00%	3.72%	8.51%	0.00%	12.23%

Note:

1. Modules include in-class experiments (Internship, Practice, and Computer Operation) contain credits according to class hours.
2. Credits for Graduation Dissertation (Project), Graduation Internship, Social Practice and others are included in the category of Subject Module.

Teaching Time Allocation

	Year 1			Year 2			Year 3			Year 4			Total
	1	Practice 1	2	3	Practice 2	4	5	Practice 3	6	7	Practice 3	8	
Orientation	1		1	1		1	1		1				6
Lecture	16		16	16		16	16		16	16			112
Final Exam	1		1	1		1	1		1	1			7
Practice		1			1						8		
Graduation Dissertation (Project)													24
Graduation Education and Appraisal												2	2
Summer & Winter Holiday	5		9	5		9	5		9	5			47
Total	23	1	27	23	1	27	23		27	22	8	16	198

Note:

Practice 1: Language Practice Activities (1 week)

Practice 2: Zhejiang Business Culture Study (1 week)

Practice 3: Internship in companies/organisations (8 weeks), 4 credits