

# Business Chinese Classroom vs. Reality:

## What should we teach today?

Hongyun Sun

Harvard University  
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# 学生来信

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- ▶ I have recently come to the realization that my business Chinese needs to improve! I have been trying to find a tutor in Boston that can help me to master business language and culture. I have found myself in numerous contract negotiations where Chinese is the language of choice, and feel that it would be extremely valuable to be tutored by someone with background in this area.

# 学生来信

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- ▶ 你想在哪些方面提高？我会经常和中国的潜在伙伴进行合作协议谈判。我不是个擅长辩论的人，更别说讲中文的时候。我希望我能提高这方面的中文。另外，我也会经常向中国家长和学生“pitch”我公司的服务。我也想学会怎么用更有说服力的语言来介绍我们的服务。
- ▶ 你自己有没有想学的书或者材料？目前没有自己的教材，但我希望能够把自己的一些工作相关的材料当作课本。

# Who are the students?

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- Pre-experience learners
  - Low-experience learners
  - Job experienced learners
- ▶ The characteristic of Business Chinese learners:  
Goal orientated and have high expectation of efficiency, quality, and professionalism.



# Who are the teachers?

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- Education background: Chinese, TCSL, and related field
- Teaching experience: General Chinese; heritage track; literature; media Chinese; Classic Chinese, etc.
- ▶ No business background at all.



# What are the differences from General Chinese Language Courses?

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- ▶ Business terms
- ▶ Clear and accurate communication
- ▶ Intercultural training
- ▶ Training focuses on giving presentation, fast translation, negotiation, chart interpretation, etc.



# Setting Course Objectives

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- ▶ To get acquaintance with the most important Chinese business vocabulary, phrases, sentence patterns;
- ▶ To be comfortable to participate business talks;
- ▶ To read business basic documents of various kinds effectively;
- ▶ To write properly styled business letters;
- ▶ To get cultural and social knowledge .



# Teaching materials

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根据自己学生的需求选材料：

□ Textbook:

案例、任务、知识介绍、。。。。

□ Tailor-made material:

中国经济概况、简历、感谢信

□ Authentic resources:

华尔街日报(中文版)、哈佛商业评论(中文版)、  
经济学人等等

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# Teaching Approaches

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- Content-based instruction**
- Task-based instruction**
- Increasing intercultural awareness**



# Learning Outcomes

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- ▶ Listening and Speaking
  - 听CCTV《经济半小时》、《经济新闻联播》
  - 中国经济概况简介
  - 企业介绍
  - 说明并分析图表
  - 面试
  - 欢迎/欢送致词
  - 学术讲座报告



# Learning Outcomes

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## ▶ Reading

- 课文、作业和考试中的各种阅读文章
- 报纸、杂志、网络真实语料



# The learning Outcomes

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## ▶ Writing

- 总结概括：《中国/美国经济概况》
- 对图表(或某一种情况)的说明和分析：《人民币升值对中美双方的影响》
- 求职信和简历
- 产品/企业介绍
- 律师申辩
- 感谢信/祝贺信/其他基本商务信件往来



# 谢谢 !

■ [hsun2@fas.harvard.edu](mailto:hsun2@fas.harvard.edu)