

# Chinese Corporate Culture Training



**Short Course Number:** 5396

**Field Of Study:** Chinese Language and Business Culture

**Department Name:** Modern Foreign Languages, Stellenbosch University

**Cost:** R7200.00

**Entry Requirement:** No prior knowledge of Chinese is required.

**Certificate Type:** Attendance

**Delivery Mode:** Blended

**Duration:** 18 Feb 2020 - 14 May 2020 (3 Months)

**Date&Time:** 17:30-19:00, Tuesdays and Thursdays. There will be no classes during the recess week of Stellenbosch University from 21-29 March 2020, nor on public holidays.

**Venue:** Room547, Arts and Social Sciences Building, Merriman Ave, Stellenbosch University.

**Assessment:** A test will be written on 14 May 2020.

**Presentation Language:** English and Chinese

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**Apply Course Online (Register before 12 Feb 2020):**

<https://shortcourses.sun.ac.za/application-form.html?scourseid=5396>

or <https://shortcourses.sun.ac.za/courses.html> → Courses → Language and Communication Skills

## Course Structure

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The course includes several interdependent parts as listed below.

PART 1 – Understanding Chinese Companies

PART 2 – Doing Business with Chinese Companies

PART 3 – Basic Chinese Language Abilities (Spoken)



## Objectives

- 1) introducing students to important historical and political background of China with introduction of terminology and practice-orientated theoretical approaches;
- 2) helping students understand the practical communication process which includes, for example, basic Chinese language knowledge and skills that is applicable to one's commercial activities;
- 3) communicating the basic principles of doing Business with Chinese companies from cultural perspectives;
- 4) providing guidelines for Chinese Fiscal and Financial System;
- 5) introducing students to new technology of online trading with China with a wide range of knowledge of business custom and rules in addition to the background information of Chinese culture;
- 6) discussing Neo Sino-Africa Relationship



## Outcomes

- 1) After completion of this module, students should be able to have the basic Chinese knowledge and skills that is applicable to one's commercial activities.
- 2) Such as: to be able to use appropriate expressions on polite social occasion of reception, greeting, introduction, apology and congratulation;
- 3) to be able to use appropriate expressions for shopping, traveling, bus riding, telephoning and appointment making.
- 4) to be able to use appropriate expressions for commercial activities such as giving a brief account of a company or product, getting or giving a quotation, comment or statement.
- 5) to be able to use appropriate expressions in consulting, negotiating, bargaining, writing or revising a plan, discussing a way to cooperate, making a comment on a subject in addition to analysing and sorting out problems
- 6) to be able to understand the essentials of Chinese economic circumstances and rules for business performance, including trade, investment, cooperation and management of enterprises; and to have the
- 7) competence for cross-cultural communication in the context of economic and cooperative interchange - a wide range of knowledge of business custom and rules in addition to the background information of Chinese culture.

