

CHINESE LANGUAGE & CULTURE FOR BUSINESS

JUNE 23 - AUGUST 1

Management 455A / 8 quarter units / MWF 12:00 - 4:00 / #2181, Bunche Hall, UCLA

Offered by the Center for International Business Education and Research, the Anderson School of Management

DESCRIPTION

This six-week Intensive Business/Economics Oriented Mandarin Chinese Language and Culture course is offered to students who are:

- **preparing themselves for business-related research in China, or**
- **interested in applying Chinese to practical business and other professional settings**

The course aims to help students achieve cross-linguistic and cross-cultural communicative competence in business contexts at the advanced level, and to enable them to interact appropriately in business, academic and professional situations.

Class is conducted exclusively in Chinese. Principles of content-based foreign language training are observed. Reading materials are analyzed and discussed in terms of their linguistic features as well as in their cultural concepts to enhance students' Chinese language proficiency in business-related contexts and to develop students' cultural awareness. Classroom sessions are supplemented with professional talks by guest speakers.

At the completion of this course, it is anticipated that students will develop oral and reading abilities at a level that will allow them to use Chinese appropriately and effectively in the working environment:

- to carry on conversations in Chinese on selected business topics with correct business terminology and in culturally appropriate manners
- to assess business situations as described in a given article, summarize the key information and present it in Chinese in class/public, to read and summarize business-related information from Chinese sources (both in traditional characters and simplified characters)

For more information contact Professor Yihua Wang at: wang@ucla.edu or call the Summer Sessions Program Manager at 310-794-8307.

