

Alpaca Course Guide – BCT

| | |
|--|---|
| Textbooks, Curriculum, Syllabus and Tests |   |
| Who should take | This course is ideal for professionals, entrepreneurs, and students who require Chinese language skills specifically tailored for the business environment. Whether you are preparing for a career in international business, currently working in a multinational company, or looking to improve your communication abilities in a Chinese-speaking market, this course will provide you with the necessary tools to succeed. |
| Curriculum Overview | The Business Chinese course is designed to enhance your proficiency in professional communication within a Chinese-speaking context. The curriculum covers essential topics such as business etiquette, negotiation techniques, industry-specific vocabulary, and cultural nuances that are crucial for effective business interactions. Through a combination of classroom instruction, practical exercises, role-plays, and case studies, you will gain both theoretical knowledge and practical skills. |
| Learning Content | <ol style="list-style-type: none"> 1. Basic Business Vocabulary and Phrases: Learn essential terms used in various business scenarios including meetings, presentations, negotiations, and networking events. 2. Professional Etiquette and Cultural Norms: Understand the dos and don'ts of Chinese business culture to build respectful and effective relationships. 3. Practical Communication Skills: Develop the ability to write professional emails, reports, and memos, as well as conduct business conversations and presentations confidently. 4. Industry-Specific Language: Tailored modules focusing on sectors like finance, marketing, technology, and trade to equip you with specialized terminology. 5. Case Studies and Real-World Scenarios: Analyze real business situations to apply your learning in practical contexts. |
| Learning Goal | <p>By the end of the course, you will be able to:</p> <ul style="list-style-type: none"> • Communicate effectively in various business settings using appropriate language and etiquette. • Understand and navigate the cultural intricacies of Chinese business environments. • Use industry-specific terminology accurately and confidently. • Enhance your negotiation and presentation skills to achieve better business outcomes. • Build a strong foundation for further advanced study or professional development in Business Chinese. |

