

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	
<b>Course title:</b>	Chinese with Asian Business Culture

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
International Business Management - master	/	2.	/

**Vrsta predmeta / Course type**

**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
16	12	0	0	0	158	7

**Nosilec predmeta / Lecturer:**

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	Slovene, Serbian, English, Croatian
<b>Vaje / Tutorial:</b>	Slovene, Serbian, English, Croatian

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

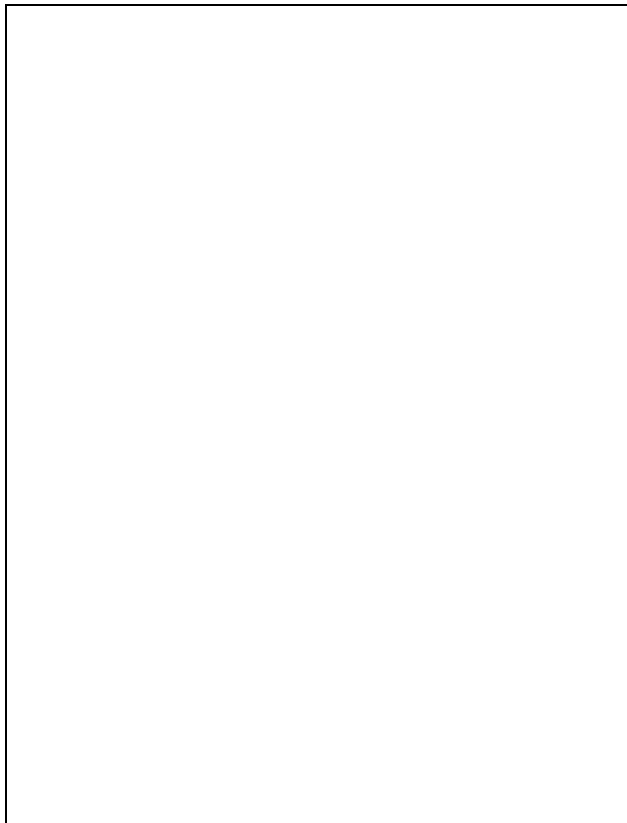
**Prerequisites:**

Fundamental knowledge of international business management and the global economy obtained in first-cycle programmes.

**Vsebina:**

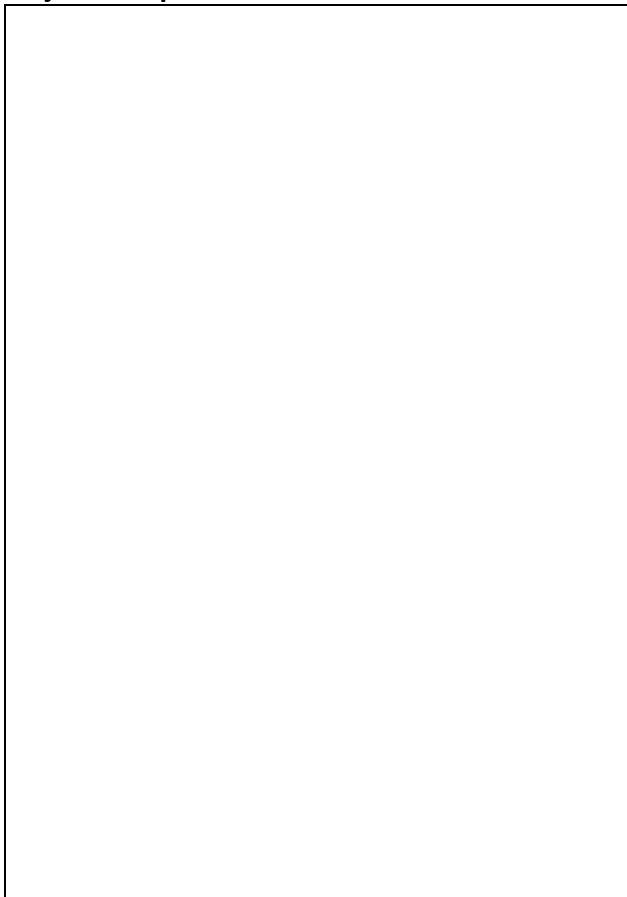
**Content (Syllabus outline):**

1. Spoken and written Chinese – introduction
  - a. Linguistic basics (pronunciation, writing, emphasis on phonetics)
  - b. Introductions
  - c. Common topics in everyday communication and the vocabulary of conversational and business Chinese
2. Spoken and written Chinese – selected topics
  - a. The basic vocabulary of business management



- b. Everyday communication in the business environment
  - c. Preparing written and visual material and electronic presentations for situations in basic business communication
3. Communication in the Asian business environment
- a. The main characteristics of doing business in the Asian environment, regional differences (China, Japan, South and Southeast Asia)
  - b. Business ethics and etiquette in the Asian business environment
  - c. Verbal and non-verbal communication in formal and informal business situations (introductions, meetings, negotiations, social events, maintaining contact, solving conflicts)

**Cilji in kompetence:**



**Objectives and competences:**

- During the course, students develop the following general and subject-specific competencies:
- the ability to understand the global environment and intercultural differences,
  - the ability to have a positive attitude towards the language and care for the culture of the language of communication,
  - basic understanding of spoken and written Chinese,
  - the ability to use basic phrases and communication patterns in the business environment from specific fields (business management, etc.),
  - the knowledge of theoretical foundations of intercultural communication,
  - the ability to use intercultural communication in the given situation,
  - the knowledge of the specifics of the Chinese political and economic system,
  - the knowledge of the main characteristics of doing business in the Asian cultural environment,

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- the knowledge and use of the principles of communication in the Asian business environment,
- the knowledge of communication principles of the Chinese cultural environment

**Predvideni študijski rezultati:**

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**Intended learning outcomes:**

- Knowledge and understanding:  
The student will:
- know the basic characteristics of the language (pronunciation and spelling),
  - be able to introduce him or herself and others, his or her company and country,
  - be able to engage in an informal discussion in Chinese,
  - be able to express him or herself in writing about basic everyday and business situations,
  - know the basic vocabulary of business management,
  - be able to express him or herself orally and in writing in basic business situations,
  - be able to prepare simple written and electronic presentations,
  - know the specifics of doing business in the Asian environment,
  - know the regional differences in the Asian environment,
  - communicate in Chinese in accordance with Asian business ethics and etiquette,
  - consider ethics and cultural diversity when dealing with Asian business partners,
  - act in accordance with business ethics which apply in China

**Metode poučevanja in učenja:**

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**Learning and teaching methods:**

- Lecture-based learning:** lectures with active participation of students (explanation, discussion, problem-solving)  
**Collaborative teamwork:** tutorial (project work, teamwork)  
**Individual work:** individual activities (assignments, study of literature and resources, research and development work, reflection, self-assessment, public speaking, papers)

	<p><b>Studying in the virtual environment:</b> collaborative and individual activities (assignments, forum, chat room, studying the material)</p> <p><b>Visiting lecturer</b></p> <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.</p>
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<b>Načini ocenjevanja:</b>	Delež (v %) / Weight (in %)	<b>Assessment:</b>
	90 0 10	Type (examination, oral, coursework, project): <ul style="list-style-type: none"> <li>• shorter written assignments</li> <li>• longer written assignments</li> <li>• oral exam</li> </ul>