



SHORT TERM ONLINE

# BUSINESS CHINESE (A1) CERTIFICATE COURSE 2022

In association with

THE CONSULATE GENERAL OF  
THE PEOPLE'S REPUBLIC OF CHINA IN KOLKATA

and

FOREIGN AFFAIRS OFFICE OF THE PEOPLE'S  
GOVERNMENT OF YUNNAN PROVINCE, P.R. CHINA



 18<sup>TH</sup> JUNE 2022 ONWARDS

 15 WEEKS || WEEKEND CLASSES

 CERTIFICATE

For Business Associates, Business Managers,  
Corporate Leaders, Entrepreneurs  
and Students above 16

The course is designed for the beginners.

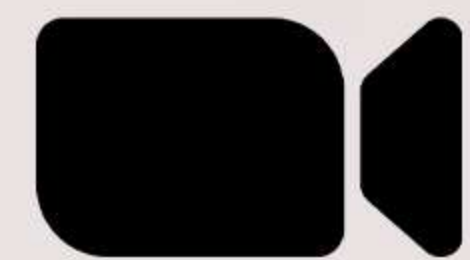
This course is designed for starters, with focus on oral communication in Chinese Language. The starters will be able to understand basic rules of the Chinese phonetic system, principles of writing Chinese characters and conduct communication in simple Chinese either in business and daily use.

### Course Duration

**60** hours

- 2 days per week, 2 hours per day
- Saturdays & Sundays: 10:00 a.m. - 12:10 p.m. IST
- Total 15 weeks 30 Classess

### Course Mode



ZOOM

## COURSE SUMMARY

- The course is a functional, communicative course. It will teach basic Chinese oral expressions required for business communications, the learners will also be introduced to knowledge of Chinese culture in business communication.
- What the students learn in class, can be used in their actual business activities.

### Teaching Materials:

**Business Chinese 101** : It is designed for beginner Chinese learners engaged in business activities abroad and focuses on practicality.

*Auxiliary teaching materials including courseware PPT, electronic handouts, as well as audio and video teaching materials will be provided to the learners by Yunnan University.*

## EVALUATION

- The final evaluation results will be displayed in four levels:
  - o A ( $\geq 90\%$ )
  - o B (80-89%)
  - o C (60-79%)
  - o D ( $\leq 59\%$ )

• The learner will be disqualified for graduation if his or her attendance is lower than 70%.

• The Certificate of Completion of this course will be delivered to students score C and above.

score composition	proportion
attendance	20%
quiz (twice)	10%
homework	10%
mid-term examination (1)	15%
mid-term examination (2)	15%
final examination	30%

## OUTCOME OF THE COURSE

- Learners can introduce themselves and others – as well as ask and answer questions about personal details, such as their names, employers, titles, phone numbers, email addresses and more.
- Learners will be able to use basic words or short sentences to complete communicative dialogues in general business scenarios, such as making phone calls, sending and receiving e-mails, picking up people at airports, making inquiries and entertaining.
- When the other party expresses themselves slowly and clearly, the learner can interact in a simple and clear way.

## CERTIFICATION

To be jointly provided by The Bengal Chamber of Commerce and Industry, one of the oldest Chambers of Commerce; The Consulate General of The People's Republic of China in Kolkata; Yunnan University and Foreign Affairs Office of Yunnan Provincial Government.

# Curriculum Schedule

Time	Teaching Content	Teaching Objectives	Time	Teaching Content	Teaching Objectives
Week 1	I. Course introduction II. Mandarin overview III. Introduction to Mandarin Chinese phonetics system	<b>I. Language Teaching Objectives:</b> i. Understand relevant knowledge of Mandarin Chinese ii. Recognize and read Chinese syllables. iii. Understand basic knowledge of Chinese characters iv. Input pinyin or Chinese characters on mobile phone or computer	Week 7	Sending and replying to emails	<b>Language Teaching Objective:</b> Be familiar with common phrases for sending and replying to emails <b>Cultural elements:</b> I. Greetings and closing statements in emails II. Polite expressions in emails
Week 2	I. Introduction to Chinese writing system II. Introduction to Chinese input methods				
Week 3	Everyday greetings	<b>Language Teaching Objective:</b> Use Chinese to greet and respond in business situations <b>Cultural elements:</b> Chinese characteristic greeting culture	Week 8	Internet instant messaging	<b>Language Teaching Objective:</b> Communicate using common instant messaging software in China <b>Cultural elements:</b> Understand instant messaging software (such as WeChat and others) commonly used in China
Week 4	Self-introduction and communication	<b>Language Teaching Objective:</b> Introduce oneself and colleagues in Chinese in business situations <b>Cultural elements:</b> I. Chinese name culture II. Chinese meeting etiquette	Week 9-10	I. Business travel II. Mid-term exam (2)	<b>Language Teaching Objective:</b> I. Communication in Chinese used during airport pick-up II. Use Chinese to provide travel advice for visiting Chinese guests <b>Cultural elements:</b> Understand the way Chinese people travel
Week 5	Business card exchanges	<b>Language Teaching Objective:</b> Ask for and express common information on business cards. <b>Cultural elements:</b> I. Business card exchange etiquette II. Common appellations in business situations			
Week 6	I. Midterm exam (1) II. Making phone calls	<b>Language Teaching Objective:</b> Answer and make calls in Chinese <b>Cultural elements:</b> Chinese people's habit of answering the phone	Week 11	Inquiries and purchases	<b>Language Teaching Objective:</b> Use Chinese to inquire, purchase, quote <b>Cultural elements:</b> understand online payments in China

# Curriculum Schedule

Time	Teaching Content	Teaching Objectives
Week 12,13	Business receptions and banquets	<b>Language Teaching Objective:</b> I. Deliver dinner invitation in Chinese II. Greet each other in Chinese at a dinner party <b>Cultural elements:</b> Chinese table manners
Week 14	Giving gifts	<b>Language Teaching Objective:</b> Commonly used expressions in Chinese when giving and receiving gifts <b>Cultural elements:</b> Chinese gift-giving culture
Week 15	Review and final exam	I. Course review II. final exam

# HOW TO ENROL

- Please register through <https://bit.ly/RegistrationChineseLanguageCourse2022>
- To enroll, the applicants can initiate Bank-to-bank transfer directly to the Bank Account by NEFT/RTGS.

Beneficiary Name: The Bengal Chamber of Commerce and Industry  
Bank Name: Canara Bank  
Bank Account Number: 95001010000017 (Current)  
IFSC Code: CNRB0019500

BCC&I Address: Royal Exchange, 6 Netaji Subhas Road, Kolkata 700001,  
West Bengal Kolkata

## Course Fee

₹ 8000 + 18% GST

Original Price: Rs.8000 + 18% GST . More discounts for group booking. See below.

## Discounts

Organizations/ Groups can avail discounts on block/ group enrolments.

- 2-3 candidates : 5% on the discounted fee of ₹8000

- 4-5 candidates : 10% on the discounted fee of ₹8000

- 6 candidates and above: 15% on the discounted fee of ₹8000



## Ms. Ma Xiaoyan

Chinese Project Manager  
Yunnan University

Ms. Ma takes charge of the curriculum design, teaching management and so on. MA in Chinese language and literature, full-time teacher of Teaching Chinese to Speakers of Other Languages at Yunnan University.

Ms. Ma has been engaging in Teaching Chinese to Speakers of Other Languages for 14 years.

Ms. Ma once taught Chinese in China, Bangladesh. She is specialized in teaching subjects like Comprehensive Chinese, Spoken Chinese, Intermediate and Advanced Chinese Writing, and Modern Chinese



## Mr. Dong Chengsai

Chinese Teacher  
Yunnan University

MA in Teaching Chinese as a Second Language, full-time teacher of Teaching Chinese to Speakers of Other Languages at Yunnan University.

Mr. Dong has been engaging in Teaching Chinese to Speakers of Other Languages for 5 years in China, Nepal and Bangladesh.

He specializes in teaching subjects such as HSK Standard Course and Advanced Listening and Speaking. He will be an instructor of this course.



## **THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY**

[www.bengalchamber.com](http://www.bengalchamber.com)

The Bengal Chamber of Commerce and Industry, India's oldest institution of its kind, traces its origins to 1833. The Chamber has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India. The Bengal Chamber has stepped into business communication courses by organizing a successful workshop on Japanese Language last year with Japan Foundation, New Delhi.

Over the last few years, The Bengal Chamber has been playing an increasingly active role in the realm of its overseas engagements. The Chamber has always focused on strengthening their overseas connect to facilitate bilateral and multilateral business, trade and commerce. The Chamber's linkages with Overseas Governments, Businesses and Institutions are growing stronger by the day. The Chamber has created very relevant B2B platforms for both inward and outward investments by hosting delegations and taking regular high profile business missions spanning continents such as EU, South East Asia and Asia Pacific, North Americas etc.

The Bengal Chamber has worked with The Consulate General of The People's Republic of China in Kolkata, by organizing Interactive Sessions with the Consuls General over a period of time.

## **THE CONSULATE GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA IN KOLKATA**

[www.kolkata.china-consulate.gov.cn/eng/](http://www.kolkata.china-consulate.gov.cn/eng/)

The Consulate General of the People's Republic of China in Kolkata covers a consular district of five states, namely, West Bengal, Bihar, Odisha, Chhattisgarh and Jharkhand. Economic cooperation and trade is an important part of what forms the relationship between India and China. The economic and trade relations between China and India have witnessed great development thanks to the joint efforts made by both the governments and people of the two countries. In the years ahead, the consulate shall keep on playing its part to promote the cooperation between the two countries to a further stage.





## YUNNAN UNIVERSITY

[www.english.ynu.edu.cn/](http://www.english.ynu.edu.cn/)

Yunnan University (YNU), one of China's well-known top comprehensive universities, was founded in 1922. In 1946, YNU was listed by Concise Encyclopedia Britannica as one of the 15 world's famous universities in China. In 1978, the university was ranked by the State Council as one of the 88 national key universities. In 2017, the university became one of the first 42 first-class universities in China.

YNU, covering an area of over 300 hectares, consists of 27 schools, 10 research institutes and an affiliated hospital. There are over 3,000 faculty and staff members in the university, among whom over 1,200 owns doctor's degree. The university has 17,000 full-time undergraduate students, 12,000 master's degree students, 1,500 PhD students and 1,500 international students. According to the latest Essential Science Indicators (ESI) data, chemistry, botany and zoology, environmental ecology, engineering and material science of Yunnan University are among the top 1% of in the world.

Aiming global, YNU has established partnership with over 100 universities and organization in over 20 countries throughout the world. Neighboring South and Southeast Asia, YNU participates actively in regional education cooperation in the region.

YNU has abundant experience in Teaching Chinese to Speakers of Other Languages. Over the past 40 years, a large number of international students received Chinese language training in Yunnan University and obtained ability to facilitate efficient communication in Chinese language in their study, career and daily life. Yunnan University owns professional teaching and administration team in Teaching Chinese to Speakers of Other Languages, and provides wide range of high quality Chinese Language training programs covering non-degree long term or short term courses, degree programs, as well as customized courses.

## **FOREIGN AFFAIRS OFFICE OF THE PEOPLE'S GOVERNMENT OF YUNNAN PROVINCE, P.R. CHINA**

[www.yfao.gov.cn](http://www.yfao.gov.cn)

The Foreign Affairs Office of the People's Government of Yunnan Province(Yunnan FAO) is the department in charge of Yunnan Province's foreign affairs. It is dedicated to promoting friendly exchanges and cooperation between Yunnan Province and sub-national regions of foreign countries. Yunnan Province is located in southwestern China, and has always been an important window linking China and South Asia and Southeast Asia since Ancient times. Yunnan and West Bengal, with the support of The Consulate General of the People's Republic of China in Kolkata, have closer exchanges and cooperation ties in economy, trade, education, medical and health care, cultural, women and youth exchanges. In the years ahead, Yunnan FAO will keep on playing its role to promote the cooperation between Yunnan and West Bengal to a further stage.

# GET IN TOUCH

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