

Learning Objectives

You Can

- You can pronounce Chinese words.
- You can write 70 characters.
- You can construct over 500 sentences and 100 sentences in business situations.
- You can read and write 3 short articles (200 characters each article)
- You can hold short conversations (10 topics).
- You can read your self-introduction in Chinese
- You will appreciate business Chinese culture (12 topics)

Conversations (10 Topics)

1. Who are you?
2. Where are you?
3. What do you do?
4. What do you have?
5. Talk about date and time
6. Ask for directions
7. At restaurant order food
8. Shopping
9. Take taxi
10. Introduce yourself in Chinese

Business Chinese Culture Appreciation (12 topics)

1. Confucius thoughts : How Chinese see other nations?
2. Social etiquette and marketing promotion
3. The Chinese view of money
4. How to address people
5. The importance of Family in Chinese culture
6. Chinese names and surnames: Create your own Chinese name
7. Brands creative translation
8. Fengshui: the art of placement
9. Team building and 12 animals represent years and characteristics
10. Chinese's economic geography
11. Chinese Writing System
12. Zen stories and stress release

Contents

Unit 1 **Speak three sentences and write ten characters P09-20**

Introduction of Chinese **Numbers: count 1-10**

介绍 **Cultural appreciation:**

1) **Confucius thoughts: How Chinese see other nations?**

2) **Social etiquette and marketing promotion** **人大**
中国好 口王天女子

Unit 2 **Question one Who are you? I am a good person P21-42** **Sentence**

Pattern One **Big picture of Pin Yin**

Business conversations

Who are you? **Day to day conversation: Talk about date**

你是谁? **Numbers: month, week**

Cultural appreciation:

3) **The Chinese view of money**

4) **How to address people**

是你他她我 日小也力男

Unit 3 **Question Two: Where are you? I am in China P43-62**

Sentence Pattern Two **Business conversations**

Day to day conversation: Ask for directions

Where are you? **Numbers: auxiliary word for ordinal numbers**

你在哪儿? **Culture appreciation:**

5) **The importance of Family in Chinese culture**

6) **Chinese Names**

在英们不吗 土家门哪儿

Unit 4 Question Three: What do you do? I learn Chinese P63-86

Sentence Pattern Three Business conversations

Day to day Conversation: Order food at Restaurant

What do you do? Numbers: count 1-100

你做什么? Culture appreciation:

7) Successful brands creative translation

8) Fengshui-the art of placement

看学喝茶酒 书文生和爱

Unit 5 Question Four: What do you have? I have book P87-108

Sentence Pattern Four Business conversations

Day to day Conversation: Shopping

What do you have? Numbers: big numbers

你有什么? Culture appreciation:

9) 12 animals and team building

10) Chinese's economic geography

有没钱什么 月明几朋友

Unit 6 Self introduction in Chinese P109-128

Self introduction Four sentences Pattern Review

自我介绍 Day to day Conversation: Take taxi

Numbers: percentage

Culture appreciation:

11) Chinese Characters and Writing System

12) Zen stories and stress release

上下早午晚 去要想这美

Summary Unit 1-6

P129-132

Table of Contents

Praise for Business in Chinese	1-2
Introduction	3-4
Learning Objectives	5
Contents	6- 132
Appendices:	
1. Useful phrases and ask questions	133
2. List of Day to day conversations, articles and poems	134
3. Chinese characters 70 (with pin yin)	135
4. Chinese characters 70 (without pin yin)	136
5. Table of the basic strokes and commonly used Chinese radicals	137
6. Basic Strokes	138
Acknowledgements and praising	139
References	140
Feedback from teachers	141
To Chinese teachers: How to use this book to teach	142
Feedback form for students	143