

East China Normal University



chinese business / chinese culture / internship / mandarin chinese language



program snapshot

- Choose from Chinese or English language business electives or engage in an organizational internship
- Learn Mandarin Chinese at all levels through small language classes, target language activities, peer language tutors, and language clinics
- Learn outside the classroom through volunteer opportunities, cultural activities, and a three-day fieldtrip with excursions to Chinese companies and factories
- Live with a Chinese host family or on-campus with a Chinese or CIEE roommate

what you'll learn

The Summer Business, Language, and Culture program is designed to increase the language ability of Chinese language students at all levels by completing one level of Chinese during the summer, and to enhance participants' knowledge of the business and cultural environment in China and Shanghai. These goals are achieved through daily Chinese language coursework in small classes, structured peer tutorials, and optional language clinics designed to reinforce everyday learning and provide additional support.

thoughts from abroad

As a foreign student in Shanghai you will undoubtedly be amazed by the breathtaking and profound changes taking place as the city aims to regain its once prominent role as Asia's premier commercial center. Come join us to witness the dramatic transformation of China, now the second largest economy in the world, as the nation emerges to take a dominant role on the international stage.

— Steve Chao, Center Director

About the Center Director

Dr. Steve Chao earned his Doctor of Education from Saint Louis University, M.B.A. from Lindenwood University, and B.A. from Columbia College. Dr. Chao has extensive experience in the field of international education working as an adjunct faculty and program administrator since 1985. Before joining CIEE in fall 2010, he was Director of International Programs at Worcester State University in Massachusetts, where he led university international initiatives, study abroad, and international student services for six years. Prior to that he directed the International Affairs Center at Indiana State University and taught modern Chinese history on the faculty for four years. Born in Taiwan, he began his career in international education at Columbia College, where he served for nine years as Director of International Programs. Dr. Chao has also taught courses on U.S. higher education as a Visiting Fellow at Tongji University in Shanghai, and served as Chair of the Department of International Trade at Tainan University of Technology, a leading women's higher education institution in Taiwan. He has served as a research advisor to the Shanghai Municipal Education Commission 211 Project and to the Ministry of Education in Taiwan on educational reform and curriculum.

About Other CIEE Staff

Dr. Liao Jianling, who joined CIEE in fall 2006, is the Chinese Language Director in charge of all Chinese language courses at the CIEE Study Center in Shanghai. Originally from Jiangxi, China, Dr. Liao completed her Ph.D. in the area of Second Language Acquisition from the University of Iowa. While studying abroad in the U.S. at the University of Iowa, she also received two M.A. degrees in Teaching Chinese as a Foreign Language and Instructional Design and Technology. In addition, she holds a third M.A. degree in Chinese Linguistics from Wuhan University. Her research interests include computer-assisted language learning and language pedagogy in study abroad contexts. Prior to joining CIEE, Dr. Liao taught for five years at the Middlebury College Summer Chinese School.

Ms. Xie Ping and Ms. Tang Juan each hold M.A. degrees from East China Normal University in teaching Chinese as a second language and together with Dr. Liao provide leadership for a team of language instructors from the host university.

Additional academic support is provided by Ms. Zheng Huan, who received her M.A. degree in International Relations from Wuhan University and completed graduate work at the Johns Hopkins University—Nanjing University Center for Chinese and American Studies. Additional student service support is provided by Ms. Yang Lihong, Student Services Coordinator; Ms. Liu Tianmei, Housing Coordinator; and Ms. Hui Li, all local Shanghaiese.

about shanghai

Shanghai is known for its long history of foreign influence, fashion, and economic prowess, once the third largest financial center in the world after London and New York. Following decades of double-digit growth, China's center of finance and trade aims to become a global financial and shipping hub by the year 2020. With a population topping 23 million people, Shanghai has seen massive development over the last two decades and the new financial district of Pudong is home to some of the tallest skyscrapers in the world.

academics

Academic Program

CIEE has been operating study abroad programs in Shanghai since 1981. Established in 1998, the CIEE Study Center in Shanghai has been hosted by East China Normal University since 2001. The Summer Business, Language, and Culture program is designed to help participants gain a deeper understanding of China as it emerges to take a leading role in the global economy.

The program is appropriate for students with a major or minor in economics, international business, business management or marketing, international relations, and is open to students with no previous experience in the Chinese language, as well as those with up to seven semesters of previous college-level Chinese. All students take one Chinese language course at the appropriate level, and choose one elective, including a business course on the changing nature of business in China taught in English, or an organizational internship. Students with at least four semesters of previous Chinese can choose an entirely Chinese language curriculum by selecting an elective in Business Chinese instead.

CIEE Chinese Language Advisory Board

The CIEE Chinese Language Advisory Board (CCLAB), made up of specialists in the learning and teaching of Chinese, serves to promote the highest standards of education at the CIEE Study Centers in Greater China. Specifically, the Board advises CIEE administrators and offers guidance to CIEE teachers on curriculum issues such as goals and objectives, instructional innovations, assessment, and progress and program evaluation.

Additionally, the Board offers its expertise on ways to integrate language courses into area studies curricula, encouraging the use of Chinese in area studies courses. Through close communication with both CIEE staff and members of U.S. sending institutions, the Board plays a pivotal role in providing course articulation for the CIEE Study Centers in Mainland China and Taiwan.

Academic Culture

Students attend required Chinese language classes two hours per day, Monday through Thursday, from 10:00 a.m. to 12:00 p.m., and on Fridays from 8:00 a.m. to 12:00 p.m., which includes two hours of language activities led by the instructor outside the classroom on Fridays. The language classes are small, with

an average of four students and no more than eight students, so active participation is very important. Classes are typically co-taught by head language instructors who introduce new content and assistant language instructors who focus on accuracy and consistency of pronunciation through daily drills and other exercises in smaller sections when necessary. In addition students meet with their peer tutors in structured tutorials for a minimum of two hours per week, and more tutorial hours can be arranged upon request.

Elective courses take place three times per week, typically Monday, Wednesday, and Thursday for two hours each day. Course-related field trips are scheduled on Fridays and sometimes weekends.

In China, teachers are accustomed to being treated with the highest respect. Students should be prepared to arrive to class on time, dress with care, and not eat while in the classroom.

The summer term is eight weeks long and includes a three day arrival and orientation at the beginning and a three day group field trip toward the middle of the term.

Nature of Classes

All Chinese language courses and area studies electives are managed by CIEE and specially designed for CIEE students only.

Language Environment

As students gain proficiency in Chinese, Resident Staff encourage them to use their language skills in everyday settings. The more students participate, the more a community that contributes to Chinese language proficiency and understanding of Chinese culture and modern society develops. All students are expected to speak only in Chinese inside the language classroom building.

Grading System

In elective courses, students are graded on a mid-term and final term paper based on a small group project or field research, as well as on a final oral presentation, class participation, and attendance in all field trips. In the language courses, students are normally graded on the basis of exams, papers, oral reports, projects, participation, and attendance. The following letter grades are assigned: A, A-, B+, B, B-, C+, C, D, and F.

where you'll study

Established in 1951, East China Normal University (ECNU) is one of China's key institutions of higher learning and the first to specialize in teacher education. ECNU is nationally known for its Chinese language and literature program, and the University enrolls more than 21,000 fulltime undergraduate and postgraduate students on its two campuses, along with some 2,700 international students, mostly from Korea and Japan. The CIEE Study Center is located along the bank of the Liwa River on its downtown Putuo campus, known as the "Garden University" for its beautiful grounds.

living

Housing and Meals

Participants select one of three housing options prior to arrival.

Campus Residence Hall with CIEE Roommate—The Campus Residence Hall is a five-story facility located on the ECNU campus and has a common lobby with 24-hour security and laundry facilities. There is a student computer room and study lounge on every other floor, as well as a kitchen and bathrooms on each floor. The residence hall is a ten minute walk from the CIEE Study Center, and is within walking distance to a light rail and other public transportation.

Campus Residence Hall with Chinese Roommate—This option is located in the same residence hall as described above, but students are paired with a Chinese student from ECNU. The Chinese roommates are required to speak only Chinese, so this option is recommended for students who wish to live in a more intensive Chinese language environment, while remaining nearby other program participants.

Meals are not included in these two housing options and are the responsibility of the student. Meals are available in the campus cafeterias at a moderate price.

Chinese Host Families—Chinese host families are located within five to 15 minutes from campus by walking or public transportation. Students have their own room in the host family apartment and share the living room, kitchen, and bathroom. Students are invited to most family meals, but should budget for their own lunches, for most weekend meals outside of the home, and for all meals during group field trips and individual travel. Chinese family members speak Chinese only. This option is highly recommended for students who want to live in an entirely Chinese language environment and to make rapid progress in Chinese language.

Orientation

A three-day mandatory orientation session, conducted at the beginning of the program, introduces students to the country, the culture, and the academic program, and provides practical information about living in Shanghai. Students also take language placement exams at this time to determine their appropriate Chinese language level. Students also meet individually with the Center Director and Chinese Language Director as appropriate to finalize course registration and preview assigned materials for their required courses. Ongoing support is provided on an individual and group basis throughout the program.

Internet

Rooms in the campus residence hall are equipped with broadband ADSL wireless Internet access. Host family homes have wireless or cable Internet access. A limited number of computers are available for use at no charge in the CIEE Student Library, or at nearby Internet cafés for a low hourly fee. The CIEE Study Center has wireless access and students are encouraged to bring wireless-enabled laptops.

engagement

Peer Language Tutors

Participants are paired with ECNU students for structured, one-on-one Chinese language tutorials for a minimum of one hour twice weekly. Additional tutorial hours are available upon request. Tutors are undergraduate or graduate students who major in teaching Chinese as a foreign language.

Chinese Language Clinic

Chinese language instructors assist students with special or unique problems in language study by arranging an optional language clinic that meets for one and a half hours five evenings per week from Monday through Thursday and Sunday in the campus residence hall.

Target Language Activities

CIEE head teachers organize group meals and other activities for the students, their language teachers, peer tutors, and resident staff to encourage students to utilize their Chinese in an informal setting. Students attending the optional activities are expected to speak only Chinese.

Teaching and Volunteering

CIEE maintains relationships with a number of schools and not-for-profit organizations, and is able to offer a limited number of teaching and volunteer opportunities to interested students. These part-time opportunities vary in time commitment and skills required and are unpaid and not for credit.

culture

Cultural Activities and Field Trips

A weekend and three-day field trip to neighboring areas such as Hangzhou or Nanjing complement classroom work, as well as weekly visits to local markets, museums, temples, and other sites in Shanghai. Cultural activities include an acrobatic show and dumpling making with host families.

A number of optional, extracurricular classes are available to program participants, including Chinese cooking, calligraphy, martial arts, music, mahjong, and Shanghai dialect.

duration

8 weeks: late June—mid-August

costs

CIEE Fees

Summer 2011: \$6,300

Summer 2012: available 12/15/11

The CIEE program fees for 2012 include an optional on-site airport meet and greet, tuition, housing, orientation, full-time program leadership and support, cultural activities, local excursions, field trips, pre-departure advising, visa fees, and a CIEE iNext travel card, which provides insurance and other travel benefits.

Estimated Additional Costs (Summer 2011)

| | |
|--|-----------------|
| Transportation (round-trip based on U.S. West Coast departure) | \$ 1,400 |
| Personal Expenses | \$ 800 |
| Meals (residence hall options)* | \$ 500 |
| Books and Supplies | \$ 50 |
| Local Transportation | \$ 100 |
| Total Estimated Additional Costs | \$ 2,850 |

*Students placed in homestays should budget \$225 for lunches.

Check our website for current fees.

eligibility

- Overall GPA 2.75
- 0–7 semesters of college-level Mandarin Chinese or the equivalent*
- 1 semester of college-level coursework in Chinese studies recommended
- East China Normal University does not accept students who are citizens of the People's Republic of China (PRC), Taiwan ROC, Hong Kong, SAR, or Macau.* This includes those who are U.S. permanent residents. Students of Chinese ancestry who hold U.S. or other foreign passports are welcome.

*Depending on their language background, students with eight semesters (40 semester/60 quarter hours) or more of college-level Mandarin Chinese or who communicate in Chinese at the superior level may not be appropriate for this program.



coursework

Program Requirements

Students are required to take one Chinese language course and one elective course taught in Chinese or English or an organizational internship.

Credit

Total recommended credit for the summer is 9 semester/13.5 quarter hours.

Elective courses meet for 45 contact hours, with a recommended credit of 3 semester/4.5 quarter hours per course.

Language courses meet for 90 contact hours, with a recommended credit of 6 semester/9 quarter hours.

The Organizational Internship meets 12 hours with the instructor in class, 4 hours with the company mentor, 100–120 hours at the internship site, and 25–30 hours working on academic assignments for a recommended credit of 3 semester/4.5 quarter hours.

Languages of Instruction

Mandarin Chinese, English

Faculty

All Chinese language courses are taught by the CIEE Language Director, full-time CIEE faculty, and graduate students from the East China Normal University College of International Chinese Studies. The Chinese language elective course is taught by full-time faculty from the College of International Chinese Studies, and the English language elective courses are taught by international faculty from the Stern School of Business, New York University in Shanghai, and from the private sector in Shanghai.

Learn more about the CIEE Greater China Initiative for Study Abroad at www.ciee.org/studychina.



courses

Language Courses

Students are placed in one of the below language courses based upon the results of on-site proficiency tests.

CHIN 1001 SHSU Chinese—Beginning I

This course establishes a solid foundation in modern standard Mandarin Chinese language through the integration of all five skills: aural comprehension, speaking, reading, writing, and cultural understanding. Characters, vocabulary, and grammatical patterns are learned through communicative contexts. Textbook: Wu, Zhongwei. *Contemporary Chinese, Volume 1*. Beijing: Sinolingua Press, 2003; supplementary texts.

CHIN 1002 SHSU Chinese—Beginning II

(Prerequisite: one semester of college-level Chinese language study)

This course continues to develop students' Chinese language ability through the integration of all five skills: aural comprehension, speaking, reading, writing, and cultural understanding. Vocabulary and grammatical patterns are learned through communicative contexts. Textbook: Wu, Zhongwei. *Contemporary Chinese, Volume 2*. Beijing: Sinolingua Press, 2003; supplementary texts.

CHIN 2001 SHSU Chinese—Intermediate I

(Prerequisite: two semesters of college-level Chinese language study)

This course continues to develop students' Chinese skills in aural comprehension, speaking, reading, writing, and cultural understanding. Students' linguistic knowledge is reinforced and expanded through class activities of increasing sophistication. Rigorous practice of spoken and written Chinese in communicative activities is conducted. Textbook: Liu, Xun. *New Practical Chinese Reader, Volume 3*. Beijing: Beijing Language and Culture University Press, 2003; supplementary texts.

CHIN 2002 SHSU Chinese—Intermediate II

(Prerequisite: three semesters of college-level Chinese language study)

This course continues to develop students' Chinese abilities in aural comprehension, speaking, reading, writing, and cultural understanding. Students' linguistic knowledge is reinforced and expanded through class activities of increasing sophistication. Students are also required to comprehend and produce paragraph-level Chinese. Rigorous practice of spoken and written Chinese in complex communicative activities is conducted during class. Textbook: Liu, Xun. *New Practical Chinese Reader, Volume 4*. Beijing: Beijing Language and Culture University Press, 2004; supplementary texts.

CHIN 3001 SHSU Chinese—Advanced I

(Prerequisite: four semesters of college-level Chinese language study)

This course emphasizes understanding of formal writing, as compared to the spoken language students learned in their second year. Students are expected to discuss and write about serious topics, such as those related to contemporary social problems in China. Textbook: Huang, Jiaying and Zhang Zengzeng. *Xinshijiao gaoji Hanyu jiaocheng, Volumes 1–2*. Beijing: Peking University Press, 2007.

CHIN 3002 SHSU Chinese—Advanced II

(Prerequisite: five semesters of college-level Chinese language study)

This course emphasizes understanding formal writing, as compared to the spoken language students learned in their second year. Students are expected to be able to discuss and write about serious topics, such as those related to contemporary social problems in China. Textbook: Wu, Chengnian. *Dubaozhi xue Zhongwen zhongji Hanyu baokan yuedu, Volume 2*. Beijing: Peking University Press, 2004; supplementary texts.

CHIN 4001 SHSU Chinese—Advanced High I

(Prerequisite: six semesters of college-level Chinese language study)

This course emphasizes developing skills for making speeches or writing essays on complex topics. Students at this level are expected to express themselves not only fluently and accurately, but also with sophistication. Textbook: Wu, Chengnian. *Dubaozhi xue Zhongwen zhun gaoji Hanyu baokan yuedu, Volume 1*. Beijing: Peking University Press, 2006; supplementary texts.

CHIN 4002 SHSU Chinese—Advanced High II

(Prerequisite: seven semesters of college-level Chinese language study)

The course enhances students' skills of developing speeches or writing essays on complex topics. Students at this level are expected to express themselves not only fluently and accurately, but also with sophistication. Depending on enrollment, this course may be structured to the individual needs of students. Textbook: Wang, Hailong. *Reading the World through Newspaper, Volume 2*. Beijing: Peking University Press, 2004; supplementary texts.

Electives—in English or Chinese

Students choose one elective course from the list below.

BUSI 3001 SHSU

The Changing Nature of Business in China

[in English]

This course emphasizes the various manners in which business is conducted in China today. Topics include joint ventures, state-owned industries, and private Chinese and foreign firms. Particular attention is paid to general working conditions, current foreign investment policies, and environmental regulations. Case studies are presented. The course also covers the practical elements of doing business in the People's Republic of China, including important cultural concepts such as *guanxi* (connections) and *mianzi* (face). Classroom instruction is supplemented by site visits and guest lecturers. *Instructor: Jack Marr, Advising Director, Stern School of Business, New York University in Shanghai*

CHIN 3011 SHSU

Business Chinese

[in Chinese]

[Prerequisite: four semesters of college-level Chinese language study, or heritage learners with consent of the instructor]

This course focuses on increasing students' knowledge of modern Chinese business including its environment, traditions, and culture. The course aims to improve students' ability to read business related articles, examine statistical information, and review business documents such as invoices, business contracts, and brochures introducing new products. Instructors teach students how to use their oral and written Chinese skills to express their opinions on business topics. Through the course, students become familiar with modern business related Chinese materials, improve their usage of Chinese in the actual work place, and enhance their ability to communicate using business vocabulary and terminology. Textbook: Yuan Fangyuan. *Business Chinese for Success: Real Cases from Real Companies*. Beijing: Beijing University Press, 2005. *Instructor: Dr. Li Qingyu, Associate Professor, College of International Chinese Studies, East China Normal University*

INSH 3003 SHSU

Organizational Internship

[in English]

This course provides students with guidelines and support for participating in a real world office environment in China. The course focuses on current issues facing their managers, peers, and professional office staff, and prepares students to be better equipped to work with co-workers and supervisors when stepping into a full time job upon graduation. Students are assigned to an internship project with a sponsored company. The sponsored companies vary each term depending on the participating organizations and may include local Chinese companies, MNCs as well as international SMEs and NPOs. Lectures cover overall policies and procedures that may be used in any company, including work ethics, staff behavior, corporate values, and techniques used in the office to work smoothly and efficiently with co-workers. The instructor serves as the facilitator for classroom discussions and individual student guidance. The subjects covered in the class entail real issues facing the interns and their company sponsors, with an emphasis on practical approaches and methods to solve workplace issues and challenges. *Instructor: Charles Mo, former Vice Chairman for American Chamber of Commerce in Shanghai, CFO for Nike China, and COO for Coca-Cola Shanghai*

a student's story

My first experience with the local market at the back gate of East China Normal University was intimidating. Having just arrived after a 15-hour flight and an eye-opening hour-long drive from the airport, I was tired, excited, and above all, hungry. All I needed was sleep and food. After checking in and lugging my bags to my room, I politely asked where to get some food and was pointed to the back gate. Not knowing what to expect, I proceeded cautiously to the bustling street. Immediately, I knew I was in a different world. Although intended for two lanes of cars, the road was completely overtaken with hoards of street vendors and their loyal customers. Not only were there food carts, clothing racks, DVD shacks, and hundreds of shoppers traversing the area, but there were a myriad of unfamiliar smells and noises, each evoking a different reaction. Without any knowledge of Mandarin other than "hello, thank you, good bye," and "I can speak only a little Chinese," I walked up to the vendor with the cleanest looking cart and motioned that I wanted one order of the fried noodles. With a smile and nod, the woman lit her wok, heated the oil, and in no time at all I was presented with my dinner. Back in my room I snapped apart the chopsticks and devoured every last bite, secretly hoping I would not get food poisoning.

I did not, and in fact ate at the same place several times a week for the rest of my time in Shanghai. Although there were student cafeterias, plenty of restaurants, and a kitchen in my dorm, the back gate and its cast of vendors became an integral part of my experience in China. Not only did they provide me with all kinds of delicious food and other necessities, but the people whose stations I frequented became my friends.

While my time in Shanghai was filled with many culturally unique experiences, I will always remember fondly the characters I encountered each day at the back gate. Not only were these individuals serving my need for food and entertainment, they enhanced each day with their smiles, words, and warm embraces. There is no way to convey the impression the back gate has left on me because it is something whose true nature is revealed through experience. As time goes on, there will be memories about my semester in China that will begin to fade, but the back gate, the place where my encounter with China began and ended, will forever be in my heart. It is because of the people there that it is easy for me to say "Wo Ai Shanghai" (I love Shanghai).

— Anthony Johnson, Harvard University

