

Chinese for Effective Professional Engagement

www.chineseforprofessionals.com

COURSE INTRODUCTION

This course focuses on practical workplace skills that are not addressed in academic language study, yet are critical for professional effectiveness. It was designed in close consultation with experienced Chinese language experts from government, academia, and the private sector.

Over a series of roundtables, these experts discussed how to address current gaps in Chinese language education, asking:

“What are the key skills your employees are missing but that you wish they had?”

“What linguistic and cultural mistakes do you see even among experienced ‘China hands’?”

The key lessons identified were subsequently designed into our curriculum.

CURRICULUM

"Chinese for Effective Professional Engagement" is a self-paced online course designed for busy working professionals.

The course is structured around a number of key skills that are critical to effective professional engagement. Organized into 28 lessons, the curriculum is designed to enhance Chinese language competency, including:

- **Speaking** at meetings, delivering formal public remarks, making an argument, interviewing, and more.
- **Writing** emails, WeChat correspondence, and handwritten greetings.
- **Reading** primary source texts spanning a variety of professional topics.
- **Cultural** awareness in the global workplace, covering situations such as giving and receiving gifts, navigating a reception, hosting meetings, discussing sensitive topics, expressing compliments or condolences, and more.



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COURSE FORMAT

- **28 lessons:**
 - **17 instructional videos** with downloadable study material: vocabulary lists, homework assignments, discussion prompts, and transcripts.
 - **3-11 close reading assignments** with downloadable PDF text and targeted vocabulary lists (minimum 3 required, with other 8 optional).
- **Flexible and self-paced** with no time limit to complete
 - Estimated time commitment: 15-30 min per video (depending on student speed) + 1 hour of recommended study per lesson
- Designed for study with a language tutor, to be arranged separately by the students to fit their learning styles
- **Certificate of completion**

PRICING

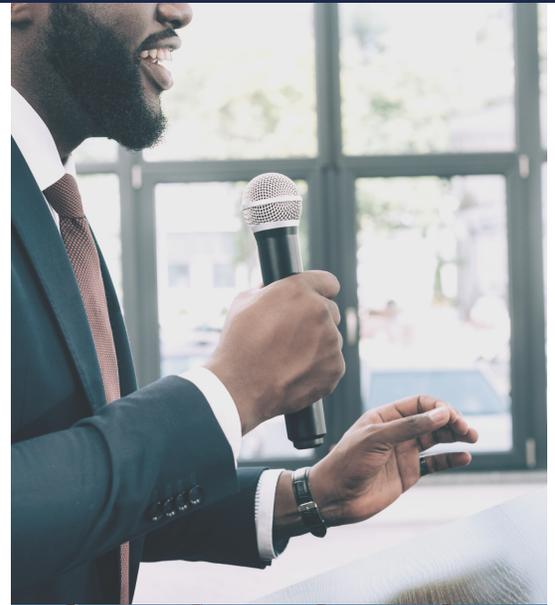
Tuition for this course is \$1200.

We offer an educational discount for students currently enrolled in school. We also offer group discounts for businesses. Please speak to your employer about educational reimbursement.

All proceeds support the American Mandarin Society (AMS), a nonpartisan, nonprofit 501(c)(3) organization. Founded in 2011, AMS is focused on strengthening American capacity for effective engagement with China. This online course not only furthers AMS' important mission, but also serves as a key fundraising source for the organization.

OUR TEAM

With extensive input from a diverse group of Chinese language experts, lessons were developed by Professor Lu Li (李璐), Chinese language professor at Johns Hopkins University's School for Advanced International Studies (SAIS). Video lessons are led by Claire Zhou (周海祺), a Washington D.C.-based teacher trainer and language consultant focusing on executive education, who has worked as a member of the Mandarin faculty for the U.S. Department of Commerce and as a member of the cross-cultural communication faculty for the Department of State in China. See our website for more information on the contributing team of experts.



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