

1. Learning Map for Pursuing a Career in Business Chinese

Academic Year	Learning Focus	Course Name	Specific Learning Content
First Academic Year	Basic and Intermediate Chinese	Basic and Intermediate Chinese Listening, Speaking, Reading, Writing	Enhance Chinese listening, speaking, reading, and writing skills
Second Academic Year	Advanced Chinese	Advanced Chinese Listening, Speaking, Reading, Writing	Further enhancement of advanced Chinese language skills
Third Academic Year	Business Chinese	Business Chinese Reading and Writing I & II	Reading and writing skills for business documents, letters and reports
	Business Ethics and Etiquette	Workplace Ethics and International Etiquette	Business ethics, international etiquette and cultural differences
	Business Advertising	Advertisement Literature and Practice I & II	Advertising article analysis and creation, article composition and design
Fourth Academic Year	Secretarial Practice	Secretarial practice and applications	Basic responsibilities and skills for secretarial positions, office management and administrative support
	Exhibitions and Tour Guiding	MICE & Tour Guiding Practice	Planning and execution of conventions and exhibitions, tour guiding skills and exhibition management
	Business Internship	Corporate Internship	Participation in daily business operations, gaining practical experience
Career Choices	Career Pathways	Related Positions	Specific Duties
	Business-Related Positions	Business Communication and Negotiation	Business negotiation, Marketing and advertising
		Marketing and Advertising	
	Workplace Administration	Administrative Management	Administrative assistance, Office management
Exhibitions and Tour guiding	Convention Planning	Tour Guiding Services	Conference and exhibition planning and management

The learning path and related courses are designed for students to systematically master business Chinese and workplace skills for them to pursue future careers in the field of business.