



My businessMandarin skills, both conversational and reading have improved dramatically.The teacher is flexible in adjusting her teaching programme around my level -focusing on my weaker areas, and introducing new learning texts to keep me challenged. I would highly recommend 'Start Mandarin' to anyone looking to learn, or improve their Mandarin language skills.

-----Sarah, Accenture

This course is targeted at non-native speakers who have a certain knowledge of the Chinese language, and especially at those who do business with China.

## **Course objective description**

### **1. Course objective**

The course aims at helping students to learn the Chinese language and culture for effective communication and cooperation with Chinese business people.

### **2. Course features**

1. This course stresses linguistic functions through topical scenes and discussions.
2. It improves communication proficiency through case studies and drills.

### **3. What does it mean practically?**

At the end of the course, you will be confident in communication in the following contexts:

1. Applying for and accepting a job
  2. Employment and Training
  3. Office Environments
  4. Meetings
  5. Conferences and Visits
  6. Talking about types of company
  7. Negotiation
  8. Price inquiries and Negotiation
  9. Delivery of Goods and Payment
  10. Signing a Contract
  11. Business Dispute
  12. Marketing and Advertisement
  13. Sales and Service
  14. Enterprise Management and Culture
  15. Environmental Protection and Construction
  16. Intellectual Property Rights
  17. Security Market
- and more...

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