

Information on Business Chinese Course & Certification (Level One)

Introducing the first integrated course and certification in beginners Business Chinese. The learning material of this course is delivered online through the GoChinese platform, enabling access from any location, at anytime. You may use this online material with your tutor or for independent learning. This course directly corresponds to a QCA-recognised certification, providing further recognition for your language achievements.

THE GoCHINESE PLATFORM

The Business Chinese Course is delivered on the online GoChinese platform. Through clicks, highlights and mouseovers, learners can listen to spoken Chinese as well as view definitions, phonetics and both character forms. Learners may also submit any self-sourced content, such as online articles and presentations, for self-learning.



- » **Most comprehensive selection of features for learning Chinese**
 - Text-to-speech voice
 - Individual words or selected passages read aloud
 - MP3 download
 - English definition displayed for each word
 - Hanyu Pinyin phonetics and both character forms displayed
 - Learning commentary supported
 - Practice exercises with feedback provided
 - Offline support. Printer-friendly version of all online content
- » **Challenges to the Chinese language: words are not delineated, dictionary look-up is cumbersome and the character script is non-phonetic**
 - GoChinese extracts word groupings and auto-displays word definitions for any text
 - GoChinese reads aloud all words precisely and auto-generates the Hanyu Pinyin phonetics
- » **GoChinese's advanced web-based technology supports ease-of-access and ease-of-use**
 - No installation or plug-in's needed; easy access from any PC/laptop
 - Intuitive interface with selectively placed 'hints' to guide users

BUSINESS CHINESE COURSE: A NEW APPROACH

- » **Learner Profile: Non-native learners, knowledge of Hanyu Pinyin, competency with skills introduced in Entry Level**
- » **Objective: Rapidly develop practical language skills**
 - Listening, speaking and cultural awareness skills
 - Use of the language in person as well as over the telephone and other communication channels
 - Focus on achievable language retention
 - Targeted vocabulary base
 - No reading or writing in Chinese required
 - Use of phonetic script only. Chinese characters are displayed but not assessed in the exercises or certification

300 vocabulary words for certification; together with bonus/optional words, overall vocabulary introduced total 450.

10 cultural skills introduced, focusing on basic business etiquette.

» Level One Course Structure

Unit 1	Introductions and Cordial Exchanges	Polite introductions and exchanges Drawing someone's attention Colleagues, friends and places
Unit 2	Confirming and Changing Scheduled Meetings	Making suggestions Requesting changes to arrangements Communications: from SMSs to emails
Unit 3	Directions and Transportation	Asking where Offering and receiving directions Transportation: from buses to planes
Unit 4/ Unit 5	Checking into a Hotel - or - Retail Buying and Selling	Currency exchanges and prices Expressing preferences Hotel-related vocabulary and phrases - or - Retail-related vocabulary and phrases

(Units 4 & 5 are optional units)

FIRST FULLY-INTEGRATED OFFERING: QUALIFICATION, COURSE & ONLINE PLATFORM

Upon taking this course, learners also have an option to seek a recognised certification.

- » The Certificates in Business Chinese are accredited by QCA and endorsed by CiLT. These National Vocational Qualifications (NVQs) are offered on the National Qualifications Framework and fully mapped to the new National Occupational Standard for Languages (2006)
- » The Business Chinese Course follows the same assessment framework as the certification and introduces all of the required skills
- » GoChinese's online exercises support the internal assessment process



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