

Business English(Market Expansion in China)

Program Objective

The 4-year BA program “Market Expansion in China” is provided by the School of Foreign Languages at Zhejiang Gongshang University under the major Business English. The program focuses on marketing in China. It aims to equip students with basic knowledge of business communication, marketing in China, international trade laws and policies, China’s companies, business management, intercultural negotiation, business protocol, Chinese culture, Zhejiang business culture, economic advantages of Hangzhou, etc. It is designed specifically for international students who are interested in business and market expansion in China. Those foreign citizens, graduated with senior middle school certificates at least, can apply for admission into this program.

Main Courses

Marketing English, Market Expansion in China, China’s Companies, Project and Management in China, Chinese Culture, Chinese Education Market, Introduction to Large Market in Zhejiang Province, Market Study in China, English for Logistics, Cross-cultural Communication, C-E/ E-C Interpretation for Marketing, Political and Economic Policies in China, China’s Policy of Foreign Trade, Business Presentations and Public Speaking in English, Business Letters Writing, Negotiations in English, Report Writing, Economic Advantages in Hangzhou, Business Protocol in China, etc.

Faculty

This program boasts a qualified faculty that ranks among the best in provincial universities in terms of education backgrounds, professional ranks and academic achievements. Of its 145 faculty and staff, 129 are full-time teachers – 13 being full professors, 43 associate professors and 66 lecturers; over 95% of them have a master’s or higher degrees, of whom 35 having a doctoral degree. More than 85% of

the teachers have been to Britain, the USA, Canada, Australia, France and other countries for further studies, academic visits or giving lectures.

Length, Credits and Degree

The length of curriculum is normally four years. Minimum credits for graduation: 129 credits. Qualified students will be granted Bachelor Degree of Arts in Business English (Market Expansion in China).

Instruction Language

- All the courses are delivered in English except some of Chinese language courses.
- Dissertation is required to be written in English