



Business Chinese Immersion Program

Organized by Confucius Institutes for Business at
NEOMA Business School (Paris) and LSE (London)

Context

The Business Chinese Immersion Program (BCIP) is organized by two Confucius Institutes for Business based at NEOMA Business School and London School of Economics. With fully customizable short and long-term study opportunities, you will learn Mandarin and Chinese business culture in any French city through complete language immersion in an environment carefully designed to maximize learning speed and effectiveness.

One-on-one instruction and complete immersion within a safe and friendly environment is among the most direct paths to learning Chinese. Rather than vying for your teacher's attention, your daily one-on-one lessons with three instructors will give you an individualized opportunity to advance and validate your Chinese language and business culture skills hour by hour, day by day, normally within one week. The program ensures that participants are not just studying Chinese but experiencing Chinese living environment and business culture.

Content

This immersion program integrates all aspects of the Chinese language (reading, writing, speaking, grammar, listening, pronunciation, and vocabulary) into a completely unique learning experience. Lessons and topics studied are tested daily in real-life situations to provide constant language growth and validation. At the end of the program, the participants will be able to perform basic communication in Chinese in everyday as well as professional life, by mastering sufficient words, expressions and Chinese characters. Moreover, you will acquire fundamental knowledge on Chinese business culture and communication skills.

Every program will be customized according to your professional background and your learning objectives. A standard BCIP consists of following elements:



- Basic language knowledge (introduction of Pinyin and characters; greetings and introducing oneself; welcoming new colleagues; numbers; time and dates; daily schedules; eating and drinking; shopping; direction and location; Chinese and Western medicine)
- Cultural element involvement (Chinese business etiquette in the formal meetings, dinner table etiquette, gift giving etiquette and reception; Chinese business negotiation; common preferences and taboos among Chinese people in terms of colors, numbers, animals; Chinese traditional holidays and personal “PR” and business relationship building during Chinese holidays; traditional and modern business Chinese culture and the inspiration; Chinese negotiation styles and effective communication; Chinese well-being with Yin Yang, five elements theory)
- Socio-cultural knowledge (everyday living, living conditions, interpersonal relations, histories, values, beliefs, taboos, social conventions, ritual behaviors in the business setting)
- Socio-linguistic competences (greetings, addressing, dialects, accents, positive and negative politeness, idioms etc.)
- Pragmatic competences (advising, persuading, urging, socializing, interaction patterns) and
- Non-verbal communication (body language, gestures, eye contact, proxemics, etc.)

Expected learning outcome

- Achieve the level HSK 1
- Establish business cultural knowledge
- Acquire basic Chinese language communication skills
- After 5 days’ immersion training, trainees are expected to present themselves in social and formal events in Chinese with about 30 useful sentences and phrases.

Target participants

- Executives and experts from global companies and organization dealing with China

Our references (Companies or organizations which have participated in this program before)

HSBC group secretary, international managers;

PWC partners and manager,

CKBS CEO

CKGSB CEO Europe

LSE senior staff

Deloitte

Standard Chartered

Previous participant’s comments and photos

David Teager from PWC: *“The immersion experience was a perfect way for myself as someone with very limited free time, to dedicate and focus on the learning experience in a meaningful and productive way. The one on coaching, and the repetition, and integration of learning into the daily*

routine allowed me and my partner to learn a large amount of basic spoken and written Mandarin in just 5 days. I also felt the level of tailoring to our needs was excellent and allowed us to learn words and phrases well suited to the business environment in which we operate. We probably look to take this further this year with another immersion course."



Dr LU is giving the immersion Mandarin lesson with her great exuberance



David and Alec are enjoying their tailored immersion Mandarin lesson

Instructors and qualification

LU Hong



Dr. LU Hong is deputy director of Confucius Institute for Business London. She has a PhD in ICT support teaching and training and has been a higher education language instructor & teacher trainer since 1988, both in the UK and China. She specializes in executive education relating to cross-cultural studies and cultural awareness training. As a teacher trainer, education consultant and course developer & designer, her work spans Chinese and British universities. She has presented her research papers at international TESOL conferences across China, as well as in New York, Vancouver and London. She is responsible for 26 projects annually and plays a leading role in managing executive education at Confucius Institute for Business in London.

ZHU Shuting



ZHU Shuting is a Chinese language instructor of NEOMA Confucius Institute for Business. She has B.A and M.A in Teaching Chinese to Speakers of Other Languages and has been a Chinese language instructor since 2013 in the United States, China, Thailand, Kyrgyzstan and France. She specializes in dual language immersion education and cross-cultural training.

XIE Peng



XIE Peng is the project manager and language instructor of NEOMA Confucius Institute for Business in France. After acquiring his linguistic master degree, his main focus is transferred from translation to second language study and acquisition, in addition to project management. He starts his language instructing career since 2007 and his Chinese teaching experiences span many countries in Asia, America, Africa and Europe.

Contact person

Dr. LU Hong

OBE, deputy director at LSE Confucius Institute for Business London

Tel: +44-2079556126

Email: H.Lu1@lse.ac.uk

Website: <http://www.lse.ac.uk/cibl>

Mr. XIE Peng

NEOMA Confucius Institute for Business-Paris Centre

Tel: +33665176850

Email: xie.peng@neoma-bs.fr

Website: <http://confucius.neoma-bs.fr>

Immersion video link:

<https://1drv.ms/v/s!AneM64UPoEevkQVorHX4fTPy75pp>

Scan the bar code for more information:

