



Option for
Remote
Learning



University Diploma
Intercultural Management for China and the West
Political, social and economic challenges (DU COMI - BAC +1)

Target

- > Students
- > Business owners
- > Employees
- > Jobseekers

Anyone looking to work with Chinese organisations

Duration

120 hours

Entry requirements

- Baccalaureate or equivalent high school diploma
- Admission possible through recognition of professional experience (VAPP)



Organised in partnership with the Hauts-de-France Region

Aim

Do you want to do business with China, export your know-how to Asia, forge partnerships with Chinese organisations or simply learn about Chinese culture?

>The University Diploma in Intercultural Management for China and the West will help you achieve this.

Business in China requires a significantly different approach to business in the Western world. It is crucial to know how to communicate with Chinese partners.

Understanding customs and traditions and a basic knowledge of Chinese are key to building fruitful relationships with partners and achieving success your projects.

At the end of the course, you will have reached **level A2** in the Common European Framework for Languages (**CECRL**).

You will:

- Understand common expressions and vocabulary
- Hold a simple everyday conversation
- Read simple letters or texts
- Write simple notes and letters

The course will also teach you about **Chinese culture**.

You will:

- Grasp the basics of Chinese culture
- Understand business culture
- Adapt easily in a Chinese-speaking environment
- Build a network of business partners
- Understand the fundamentals of negotiation in China

1 Calendar

Course:

October to July

Lessons:

2 hours on Friday afternoons and 4 hours on Saturday mornings
2 sessions per month

Location

Arras

This DU may also be studied remotely.

Fees

Employees : 1440 euros
Individuals : 1440 euros
Jobseekers : Gratuit*

(*Costs covered by the Hauts-de-France Region if the student has been out of the school system for at least 12 months at registration)

Validation

Validation process :

UE1 is evaluated by two continuous assessment tests. The average of the two tests gives the grade for UE1.

UE2 is evaluated through a written report. The grade awarded is the grade for UE2.

The average grade for each UE gives the overall grade for the DU. If the overall average is equal to or above 10/20 the DU is awarded.

Course Content

UE 1 - Chinese Language (60 hours)

Features of Chinese language, greetings and introductions, starting a conversation, getting around, accommodation, food, business travel, meetings and visits, discussing a project, negotiating, company visits and reaching an agreement.
Depending on the group and its requirements, other themes may be covered.

UE 2 – Culture chinoise et des affaires (60h)

The ancient silk roads, Chinese geopolitics, business culture, business law, society and institutions, the industrial economy, intercultural challenges and trade relations, intercultural management, finance and tax, environment and food safety and modern Chinese society.

Scientific and Teaching Team

The Scientific and Teaching Team consists of teachers from Artois University, the Confucius Institute of Artois as well as experts in Chinese culture and/or professionals with experience in business and cultural relationships with China.

Course director: Siyan Jin, University Professor in Chinese and Director of the Confucius Institute of Artois.

The Confucius Institute



The Confucius Institute was officially opened on 23 October 2008 at Artois University in conjunction with the Hanban (Chinese Language and Cultural Office of the Chinese Ministry of Education) and Nanjing University in China with the active support of the Hauts-de-France Region, the Pas-de-Calais Department, the City of Arras and its Urban Community.

The Institute promotes Chinese language teaching in the region, professional development for Chinese teachers, teaching research, Chinese culture and links with the research sector. Its mission is to create a forum for transcultural dialogue open to all.

Non-contractuel Information

FCU Artois

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