

## **Minor Programme in Japanese for Business Communication (for 3-year curriculum)**

### **Programme Code:**

72019-ZJC

### **Mode:**

UGC-funded

### **No. of Credits Required:**

18

### **Programme Aims:**

The minor programme is designed to enable students to acquire lower-intermediate proficiency in four skills of Japanese language (speaking, listening, reading and writing), to develop their critical awareness and understanding of basic Japanese business concepts, and to acquire Japanese communication strategies in multilingual business contexts.

It aims to enable students to appropriately and effectively apply their Japanese skills and knowledge in a variety of communicative situations, especially in business contexts. It will help students to raise their awareness and understanding of IT-mediated Japanese written communication in multilingual workplaces. It also aims to enhance students' awareness in multi-literacy and multilingualism in Chinese, English and Japanese, in various multilingual business contexts.

### **Programme Outcomes:**

Students who have fulfilled the minor requirements will:

- understand and be able to articulate the major theoretical concepts and issues related to Japanese communication in multilingual workplaces;
- develop basic knowledge about cultural norms underlying business communication in Japanese;
- acquire lower-intermediate proficiency in four skills in Japanese (speaking, listening, reading and writing) required for everyday office communication;
- apply effectively and appropriately the knowledge and skills to communicate in Japanese in various business contexts;

- be able to apply the necessary skills to conceptualise and appropriately access IT-mediated Japanese business texts in Japanese, by critically utilising their linguistic knowledge of L1 (Chinese) and L2 (English);
- become familiar with various communication and negotiation strategies to solve or prevent interaction problems; and
- be able to reflect, and critically appreciate the socio-cultural and socio-economic issues in Japanese communication in multilingual work places.

**Admission Information:**

Students who have no knowledge of the language have to take CBS206 before proceeding to a higher level subject. Students who have previously learned the language should take a placement test which is administered by the Department of CBS.

**Programme Officers:**

Programme Leader:  
 Dr TERUYA Kazuhiro  
 Tel: 852-2766-7446  
 Email: [k.teruya@polyu.edu.hk](mailto:k.teruya@polyu.edu.hk)

Programme Administration:  
 Ms Bonnie SEID  
 Tel: +852-2766-7463  
 Email: [bonnie.seid@polyu.edu.hk](mailto:bonnie.seid@polyu.edu.hk)

**Curriculum:**

Students are required to take 4 compulsory subjects (12 credits) and 2 elective subjects (6 credits) for claiming the Minor award.

<b>Subject Code</b>	<b>Subject Title</b>	<b>No of Credits</b>
<b>Compulsory Subjects</b>		
CBS206	Comprehensive Japanese for Business Interaction I	3

This course aims to provide students with opportunities to develop basic interactive skills in the Japanese language. Through various interactions, students will also develop an informed understanding of social-cultural variables that are associated with interacting with the speakers of Japanese in semi-informal/informal social context.



**CBS3500                      Spoken Japanese and Intonation                      3**

This subject enables students to project themselves in Japanese so that their Japanese verbal expression is accurately understood and preferably perceived by speakers of Japanese in a range of social cultural contexts in order to effectively achieve relevant communicative purpose. It also aims to help students to develop their Japanese language speaking capacity towards an early to mid-intermediate language level.

**CBS3501                      Intermediate Reading Japanese                      3**

This subject aims to help students retrieve relevant information from a range of authentic Japanese language texts by not only enabling them to develop an intermediate reading skill that is required of them to carry out information retrieval but also empowering them to identify ways in which more complex and technical authentic texts than those accessible at the intermediate level become to a certain extent intelligible. The subject also aims to help students engage in writing simple Japanese texts which are useful in real-life informal and formal situations.

**CBS429                      Advanced Japanese I                      3**

This subject enables students to develop their Japanese language capacities towards intermediate to early advanced level, fostering the development of professional interactive and linguistic skills and an informed understanding of Japanese culture and society relevant to the topics that are covered in the subject. It also prepares students to become effective Japanese language users who can participate in semi-formal social context in a manner that is socio-culturally appropriate.

**CBS478                      Accessing IT-mediated Japanese Business Texts                      3**

This subject is designed to develop in students a critical awareness and understanding of the major theoretical concepts and practical issues in IT-mediated Japanese business texts. The subject will facilitate students to engage with and critically apply their awareness and understanding of IT-mediated Japanese communication in multilingual workplaces in Hong Kong. It also aims to enhance students' multilingualism and multi-literacy in Chinese, English and Japanese, in various business and professional contexts.

**CBS479                      Japanese Communication in Multilingual Business Contexts                      3**

This subject aims to develop students' critical awareness and understanding of the major theoretical concepts and practical issues in Japanese communication in multilingual business contexts. The subject will facilitate students to enhance their interaction skills by analyzing various communication and negotiation strategies to prevent and/or solve interaction problems in multilingual work places.

**\*CBS320 combines existing subjects CBS207 and CBS326. Students who have already taken either CBS207 or CBS326 are not allowed to take CBS320.**