

## Module 1 – Doing Business in China

### Content

- Cultural Awareness and Skill Building
- Doing Business in China
- Legal Trends in China

### Objective

To help decision makers understand China focusing on:

- Cultural Differences
- Legal Environment
- Business Environment

### Target Companies

- Multinational Corporations
- Small and Medium Sized Enterprises

### Audience

- All Business Professionals
- Expatriates in China

### Length

- 3 days
- Maximum of 15 participants per group

### Location

Shanghai or country of your choice

### Dates for Open Groups

- July 25 – 27, 2011
- September 26 – 28, 2011
- November 7 – 9, 2011

Corporate Groups available upon request

Time	Content
Day 1	am <ul style="list-style-type: none"> <li>• Opening Speaker – Prominent Chinese Business Leader</li> <li>• Understanding Culture and Developing Cultural Competence</li> <li>• The Cultural Orientations Model</li> <li>• Worldwide Cultural Patterns and Trends</li> </ul>
	pm <ul style="list-style-type: none"> <li>• Understanding your own Cultural Orientations Indicator (COI)<sup>®</sup></li> <li>• Comparing your COI<sup>®</sup> to China COI<sup>®</sup></li> <li>• Application of the 4 Key Skills of Cultural Competence</li> </ul> Doing Business in China: (1) Communication
Day 2	am <ul style="list-style-type: none"> <li>• Doing Business in China: (2) Task Management</li> <li>• (3) Meeting &amp; Presentations</li> <li>• (4) Relationship Management</li> </ul>
	pm <ul style="list-style-type: none"> <li>• Doing Business in China: (5) Performance Management</li> <li>• (6) Negotiations</li> <li>• (7) Decision Making</li> </ul>
Day 3	am <ul style="list-style-type: none"> <li>• Doing Business in China: China Legal Trends relating to Import/Export, Tax Law, Labor Law, company registration</li> </ul>
	pm <ul style="list-style-type: none"> <li>• Joint Ventures, Intellectual Property Rights and Protection, Commercial Litigation and Arbitration, Outbound Investments</li> </ul>

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## Module 2 – Language and Living in China

### Content

- Language Skill Development
- Cultural Immersion

### Objective

To provide participants full immersion Mandarin courses with cultural experience

### Target Companies

- Multinational Corporations
- Small and Medium Sized Enterprises

### Audience

- All Business Professionals
- Expatriates in China

### Length

- 10 days
- Program is customizable and can be condensed to 5 days based on the needs of the participants
- Individual instruction
- Customizable to group instruction upon request

### Location

- Shanghai, Beijing or country of your choice
- For customized 5-day program participants can choose either Shanghai or Beijing

### Dates

Upon request from clients



## Module 2 – Language and Living in China

### Shanghai\*

Time	Day 1	Day 2	Day 3	Day 4	Day 5
9:00 – 9:40	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction	Visit Suzhou city and Singapore/China Industrial Park and continue language practice of material covered in prior days	Travel to Jade Buddha Temple and experience historical site while continuing language lessons  Tian Zi Fang walking tour
9:45 – 10:25					
10:30 – 11:10					
11:15 – 11:55					
12:00 – 13:00	Lunch with instructor				
13:00 – 13:40	History & Culture			Visit Suzhou city and Singapore/China Industrial Park and continue language practice of material covered in prior days and return to Shanghai	History & Culture
13:45 – 14:00	Break				Break
14:00 – 14:40	Shanghai Museum visit with continuation of language instruction	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction		Mandarin Chinese Language Instruction
14:40 – 15:20	Yu Garden visit with continuation of language instruction	Visit Sun Yat Sen's home with continuation of language practice			
15:20 – 16:00		Sightseeing around the Bund using Chinese language skills	Student travels to Beijing		
16:00 – 16:40					
16:40 – 17:20					

### Beijing\*

Time	Day 6	Day 7	Day 8	Day 9	Day 10
9:00 – 9:40	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction	Use Chinese to take High Speed Rail to Tianjin and visit Tianjin, TEDA and the New Binhai Area	Mandarin Chinese Language Instruction
9:45 – 10:25					
10:30 – 11:10					
11:15 – 11:55					
12:00 – 13:00	Lunch with instructor				
13:00 – 13:40	History & Culture			Continue tour using newly acquired language skills to get around Tianjin	Travel to the Great Wall of China utilizing Chinese skills and appreciate one of the seven wonders of the world
13:45 – 14:00	Break				
14:00 – 14:40	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction	Mandarin Chinese Language Instruction		
14:40 – 15:20	Use Chinese language skills to ask directions to the Forbidden City and experience this ancient site	Visit of Tian An Men Square			
15:20 – 16:00		Visit of Jingshan Park			
16:00 – 16:40		Visit of Hou Hai Lake			
16:40 – 17:20					

\* If the program is delivered in any country other than China, the content will be adapted appropriately.

For more information please contact your local sales representative.

## Module 3 – Language Proficiency with BVC

### Content

- Berlitz Virtual Classroom®
- Language Skill Development

### Objective

- To provide Mandarin BVC courses with flexibility of time and location
- English language Instruction available upon request

### Target Companies

- Multinational Corporations
- Small and medium sized enterprises

### Audience

- All Business Professionals
- Expatriates in China

### Length

120 units of private language instructions with customized frequency

### Location

Utilizing Berlitz Virtual Classroom®, language lessons can be delivered in any place convenient to the participant

### Dates

Based on the needs of the participants

### **What is the Berlitz Virtual Classroom?**

- BVC is live conversational training delivered through the internet.
- Students log on for scheduled lessons wherever there is internet connectivity.
- Students and instructors are connected via the internet from multiple locations in a live, synchronous learning environment.
- Communicating using voice, text, drawing tools, web pages and more.
- Students enjoy the full value of Berlitz with the added benefit of greater convenience.

### **How does it benefit the participant?**

- You have an opportunity to continue your Mandarin language lessons with an instructor of your choice from anywhere in the world.
- 120 units of language instruction should allow the participant to improve their language proficiency by two whole Berlitz language levels.
- This would put the normal student who completed module 2 at Berlitz level 3 or above which should be sufficient to take part in most daily conversations.