

## Confucius Institute for Business London

The London School of Economics and Political Science  
Houghton Street  
London WC2A 2AE, UK

Tel: +44 (0)20 7955 6126  
Fax: +44 (0)20 7955 6154  
Email: [cibl@lse.ac.uk](mailto:cibl@lse.ac.uk)

[www.lse.ac.uk/confucius](http://www.lse.ac.uk/confucius)

## Confucius Institute for Business London

Business 商务 • Culture 文化 • Language 语言 • Chinese 中文

# Programme



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE



伦敦商务孔子学院



# The characteristic of CIBL Courses:

## Small Groups

By keeping each course to a maximum of 12 students, we ensure all learners have the opportunity to expand their Chinese communicative skills.

## Flexible Time

Courses run in the morning, lunchtime, evening and weekends, and can be tailored to suit your schedule.

## Business Focused and Tailor-Made

We provide Chinese courses with a strong business focus and ensure topics are tailored to meet your individual needs.

## Activities

CIBL members have the chance to put what they have learnt in the classroom into real life situations through our different activities. These include public lectures about China, round table discussions, workshops, Chinese film nights, as well as various Chinese clubs. More details can be found on our website: [lse.ac.uk/language/Projects/confuciusInstitute/home.aspx](http://lse.ac.uk/language/Projects/confuciusInstitute/home.aspx)

## Scholarships

We help students to apply for scholarships to learn Chinese in China, covering degree programmes and mandarin programmes. The 3 types of scholarships are:

1. The Confucius Institute Scholarships
2. The Chinese Government Scholarships
3. The Confucius China Studies Programme

The latest information is available on the CIBL website: [lse.ac.uk/CIBL/home.aspx](http://lse.ac.uk/CIBL/home.aspx)

## Summer Courses

We run summer courses in collaboration with our partner university – Tsinghua University in Beijing. These are intensive programmes that combine learning Chinese language with experiencing Chinese culture. These are available in July and August each year. Further details please visit the CIBL website: [lse.ac.uk/CIBL/home.aspx](http://lse.ac.uk/CIBL/home.aspx)

# Tailor-made Executive Chinese Programmes

CIBL offers tailor-made courses for professionals and executives in the business community and those preparing for a longer stay in China.

The type of courses envisaged include intensive group and one-to-one language courses; seminars on special subjects such as Chinese banking, law, politics or economics; as well as training on cross-cultural management, successful negotiation in China and Chinese business culture.

Courses will be tailored to meet specific needs and requirements and delivered at a time and place to suit the individuals or groups in the companies.

Our teaching consultancy can also be scaled across your company, offering:

- An audit of company/organisation needs and development of a tailored programme for all its staff, from board level to shop floor
- Excellent language teaching based on long standing experience in the university environment and in cooperation with Chinese partners
- In depth expertise from academic staff in specialist areas
- Professional courses on inter-cultural issues by academic experts with personal experience
- Individual design and delivery of courses to suit your needs and times when you are available
- Outreach programmes delivered across London and England

**Information on one-to-one tailor-made course tuition fee can be found in the enclosed leaflet.**

“Our teaching consultancy can also be scaled across your company”



Lord Stephen Green, former HSBC chairman and UK minister of trade and investment, studying a one-to-one business Chinese programme with CIBL staff

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# In-company Business Chinese Courses



The HSBC in-company training programme

## Dive into Chinese language and culture

Since 2012 CIBL has been running an intensive Business Chinese Immersion Programme. The programme provides a platform for participants to rapidly improve their Chinese, regardless of their level, in a short period of time. Upon successful completion of the programme participants will receive a certificate of attendance.

### Aims and Objectives:

After successfully completing this package, participants will be able to:

- Better understand Chinese language and culture
- Use Chinese to communicate

**Course Levels and Content:** Six different levels are available and a free language assessment will be given before any course starts. The courses include the following;

- Intensive Chinese language classes
- Workshops on Chinese business culture
- One-to-one support

**Duration:** Five intensive days of language learning and activities

**Venue:** LSE campus/accommodation

**Trainers:** CIBL teachers

**Information for the courses tuition fee can be found in the enclosed leaflet.**

# Business Chinese Immersion Programme

## Dive into Chinese language and culture

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- Intensive Chinese language classes
- Workshops on Chinese business culture
- One to one support

**Duration:** Five intensive days of language learning and activities

**Venue:** LSE campus/Outside accommodation

**Trainers:** CIBL teachers

**Website Link:** [lse.ac.uk/CIBL/Language%20Courses/Immersion-Programme.aspx](http://lse.ac.uk/CIBL/Language%20Courses/Immersion-Programme.aspx)

**Information for the courses tuition fee can be found in the enclosed leaflet.**



The cultural section of the HSBC management staffs' immersion programme



The classroom section of the HSBC management staffs' immersion programme

# Cultural Awareness Training



Cultural Awareness training programme taking place at JPMorgan

CIBL has been running cultural awareness training programmes since 2015. The programme provides a platform for participants to improve their knowledge of Chinese culture in a short period of time. The programme can be tailor made to meet the requirements of your organisation.

## Aims and Objectives:

After taking part in this programme participants can expect to:

- Better understand Chinese language and culture
- Apply what they have learnt with in a business context

**Delivery and Content:** The course can be tailored to meet the specific requirements of the organisation and be delivered in the form of lectures, workshops or on a one to one basis. Training can be provided on a variety of different topics such as;

- Chinese business etiquette
- Chinese attitudes towards business contracts
- Chinese social values and their relevance in a business setting
- The relationship between feng shui and business in China

**Duration:** Tailored to meet the needs of the organisation

**Venue:** Your organisation of the LSE campus

**Trainers:** CIBL teachers

**Information for the courses tuition fee can be found in the enclosed leaflet.**

# CIBL Bespoke Events

CIBL offers bespoke events to companies wishing to promote multi-cultural awareness and provide an opportunity for staff to learn more about Chinese language and culture. CIBL has worked with international companies such as HSBC, JPMorgan, Ernst and Young, Barclays bank etc. to deliver in company events to celebrate Chinese festivals such as Spring Festival, Dragon Boat Festival, Mid-Autumn Day Festival etc.

Our bespoke events can be tailored to your company's specific requirements and CIBL offers:

## Items

- Chinese Cultural talks
- Chinese painting
- Chinese calligraphy and give Chinese names
- Chinese tea ceremony
- Chinese instrument – Guzheng and bamboo flute
- Chinese folk singing
- Chinese medicine – Free experience of massage and acupuncture
- Chinese zodiac animals
- Lion dance
- Chinese traditional costumes, eg, The Money God
- Chinese decorations – Red lanterns, Chinese couplets, Chinese knots, Chinese cut paper etc.
- Experience China touch screen video show
- Information desk for CIBL courses and scholarships

The type of event will be tailored to meet your specific needs and requirements and delivered at a time and place to suit your company.

**Information for the courses tuition fee can be found in the enclosed leaflet.**



CIBL Bespoke Spring Festival event at Barclays

# 5 Year Company Teaching Plan 2015-19

Course Type	Start	Finish	Time
2015			
Regular Group Course	Mon 12 Jan	Fri 20 Mar	10 Weeks
	Mon 27 Apr	Fri 3 Jul	10 Weeks
	Mon 7 Sep	Fri 27 Nov	12 Weeks
Summer Immersion	Wed 8 Jul	Wed 12 Jul	5 days
	Wed 5 Aug	Sun 9 Aug	5 days
Spring Festival	Thu 19 Feb 2015		
2016			
Regular Group Course	Mon 11 Jan	Fri 18 Mar	10 Weeks
	Mon 25 Apr	Fri 1 Jul	10 Weeks
	Mon 5 Sep	Fri 25 Nov	12 Weeks
Summer Immersion	Wed 6 Jul	Wed 10 Jul	5 days
	Wed 3 Aug	Sun 7 Aug	5 days
Spring Festival	Mon 8 Feb 2016		
2017			
Regular Group Course	Mon 9 Jan	Fri 17 Mar	10 Weeks
	Mon 24 Apr	Fri 30 Jun	10 Weeks
	Mon 4 Sep	Fri 24 Nov	12 Weeks
Summer Immersion	Wed 5 Jul	Wed 9 Jul	5 days
	Wed 2 Aug	Sun 6 Aug	5 days
Spring Festival	Sat 28 Jan		
2018			
Regular Group Course	Mon 15 Jan	Fri 23 Mar	10 Weeks
	Mon 30 Apr	Fri 6 Jul	10 Weeks
	Mon 10 Sep	Fri 30 Nov	12 Weeks
Summer Immersion	Wed 11 Jul	Wed 15 Jul	5 days
	Wed 8 Aug	Sun 12 Aug	5 days
Spring Festival	Fri 16 Feb		
2019			
Regular Group Course	Mon 14 Jan	Fri 22 Mar	10 Weeks
	Mon 29 Apr	Fri 5 Jul	10 Weeks
	Mon 9 Sep	Fri 29 Nov	12 Weeks
Summer Immersion	Wed 10 Jul	Wed 14 Jul	5 days
	Wed 7 Aug	Sun 11 Aug	5 days
Spring Festival	Tue 5 Feb		

# Business Chinese Certificate Course at LSE

These courses are run by CIBL annually on the LSE campus and follow the LSE academic year calendar. As such the start and end times change slightly each year. For further information about course times please visit the CIBL website [lse.ac.uk/CIBL/Language%20Courses/CIBLCourseOnCampus.aspx](http://lse.ac.uk/CIBL/Language%20Courses/CIBLCourseOnCampus.aspx)

## 1) Course A: 40 hours in 20 weeks / 6-8pm weekdays

This course begins in week four of the Michaelmas Term (October) and runs until April of the following year.

CIBL 600	Beginners	CIBL 610	Intermediate
CIBL 602	Improver	CIBL 615	Upper Intermediate
CIBL 605	Lower Intermediate	CIBL 620	Advanced
CIBL 600C	Cantonese		

## 2) Course B: 40 hours in 20 weeks / 6-8pm weekdays

This course begins in the Lent Term (January) and runs until April of the following year.

CIBL 600	Beginners	CIBL 610	Intermediate
CIBL 602	Improver	CIBL 615	Upper Intermediate
CIBL 605	Lower Intermediate	CIBL 620	Advanced
CIBL 600C	Cantonese		

## 3) Course C: Weekend Classes

This course begins in week four of the Michaelmas Term (November) and runs until April of the following year.

CIBL 600	Beginners
CIBL 610	Intermediate
CIBL 620	Advanced

Information for the courses tuition fee can be found in the enclosed leaflet



# Cantonese for Mandarin Speakers



A Cantonese for Mandarin speakers class taking place on the LSE campus

### Course Summary

This course is designed for fluent speakers of Mandarin Chinese who want to learn how to communicate in Cantonese. It covers the pronunciation, tones, grammatical structure and vocabulary of the Cantonese language. Classes include conversation, role-play and interactive learning. By the end of the course you will be able to conduct a conversation in Cantonese.

### Aims and Objectives:

By the completion of this course students can expect to:

- Be familiar with the Cantonese pronunciation, tones and basic vocabulary
- Be aware of the fundamental differences between Cantonese and Mandarin syntax and vocabulary
- Conduct a conversation in Cantonese on a range of situational topics from everyday life.
- Be familiar with basic Cantonese vocabulary

**Time:** One academic year (beginning in week 4 of the Michaelmas term)

**Venue:** The LSE campus

**Trainer/s:** CIBL teachers

**Content:** Covers six different levels (free language assessment before the start of the course)

**Website Link:** [lse.ac.uk/CIBL/Language%20Courses](https://lse.ac.uk/CIBL/Language%20Courses)

Information for the courses tuition fee can be found in the enclosed leaflet

# Business Chinese Summer Courses at LSE

CIBL has been running business Chinese summer course since 2012. Programmes cover three levels, from beginner to advanced levels and are based on CIBL’s unique teaching and learning materials developed for London Business communities.

Besides this students will also receive a tailor-made session relating to contemporary Chinese issues as well as those you may encounter in other fields, such as banking, law or finance. If you are interested in taking a private one-to-one course, you can start at any time. These programs have been developed by professional Chinese teachers at the Confucius Institute. Upon successful completion of the programme, participants will receive a certificate of attendance.

	Package 1	Package 2
Time	First week of July	First week of September
Duration	2 hours per week for 6 weeks	2 hours per week for 6 weeks
Venue	LSE campus	LSE campus
Trainer	CIBL teachers	CIBL teachers

Information for the courses tuition fee can be found in the enclosed leaflet.



# HSK exam and training courses

## The Value of HSK/HSKK

The HSK is an internationally recognised qualification and its results are used as a way of proving proficiency in the Chinese language. With a HSK qualification students are able to;

- Apply for Chinese scholarships such as the Confucius Institute Scholarship
- Study in Chinese universities
- Prove Chinese ability when applying for China related jobs

“These programs have been developed by professional Chinese teachers at CIBL to familiarize students with HSK content, practice test taking skills and offer study guidance for all levels.”



## The Value of HSK/HSKK Training Courses

In order to help students to prepare for the HSK test in the most efficient way possible, CIBL's HSK Training Course provides the following:

- Training in test specific vocabulary and grammatical structures
- Oral and listening practice with Chinese native speakers
- Mock exams and test skills

These programs have been developed by professional Chinese teachers at CIBL to familiarize students with HSK content, practise test taking skills and offer study guidance for all levels.

**Time:** Courses usually begin on Monday but can be tailor made if required

**Venue:** The Confucius Institute for Business London at LSE

**Trainer:** CIBL teachers

**Website Link:** [lse.ac.uk/CIBL/HSK/home.aspx](http://lse.ac.uk/CIBL/HSK/home.aspx)

**Information for the courses tuition fee can be found in the enclosed leaflet.**

# Business Chinese Teacher Training Programme

## The Training Course that can Shape Your Career as a Mandarin Teacher

CIBL aims to become a focal point in disseminating best practice in the teaching of Business Chinese and acting as an information hub for anyone needing to know more about China's growing role as a global player. Please come and join us!

## Why

This training course is jointly organized by CIBL, Tsinghua University, China, and the Confucius Institute Headquarters (Hanban). It is the sole training course for teaching Business Chinese and can help develop trainees' teaching careers. Guided by experienced professors and trainers who have already been teaching in the UK for many years, trainees will master a series of practical and academic teaching methods. Certificates will be issued after successful completion of the training course.

## What

This course is specially designed for those who are interested in Business Chinese teaching and who already have some experience in the area. It consists of three parts: guided research, intensive training and an online learning forum.

**Guided Research** – A reading list and research materials will be sent to all the trainees immediately after the completion of their registration. Trainees are required to do some preparation and research regarding Business Chinese teaching in order to fully prepare for the intensive training course.

**Intensive Training** – More than ten professional trainers from Oxford, Cambridge, SOAS and LSE will guide and teach students in terms of methodology, linguistics, business manners and business cultural knowledge delivered via presentations, multi-media, seminars and group collaboration.

**Online Learning Forum** – This is an online website specially designed for trainees and CIBL alumni which provides a platform for discussion and the sharing of teaching experience. Furthermore, CIBL experts will regularly email alumni various new and updated teaching materials as well as information about forthcoming events and all alumni will benefit from long-term ongoing support. Upon successful completion of the course reference letters may be obtained from CIBL to help with job hunting.

**When:** Every year in September.

**Venue:** The LSE campus

**Web Link:** [lse.ac.uk/CIBL/Language%20Courses/teacherTraining.aspx](http://lse.ac.uk/CIBL/Language%20Courses/teacherTraining.aspx)

**Information for the courses tuition fee can be found in the enclosed leaflet.**



“This course is specially designed for those who are interested in Business Chinese teaching and who already have some experience in the area”



# Scholarships and Grants

CIBL not only provides opportunities for learning about Chinese language and culture within the UK but is also proud to facilitate several scholarship programmes that allow successful applicants to study in China. CIBL administers several scholarship and grants programmes.

## Confucius Institute Scholarships

Every year CIBL is allocated 17 places on the Confucius Institute Scholarships programme which enables successful applicants to study at one of over 100 top Chinese universities (Tsinghua University, Peking University, Fudan University etc.) for 4 weeks, 1 academic term or 1 academic year. The scholarships are funded by Confucius Institute Headquarters, Hanban, and cover tuition and accommodation fees as well as health insurance.

## The Confucius China Studies Programme

The Confucius Institute Headquarters, Hanban, has set up the "Confucius China Studies Programme" with the aim of fostering a deeper understanding of China and the Chinese culture. The Programme consists of six sub-programmes in the academic areas of Humanities and Social Sciences.

### The grants are available for the following areas:

1. Joint PhD Fellowship
2. PhD in China Fellowship
3. "Understanding China" Fellowship
4. Young Leaders Fellowship
5. Grants for running international conference
6. Publication Grant

For further information about the scholarship opportunities at CIBL please visit the CIBL website [lse.ac.uk/CIBL/Scholarships/home.aspx](http://lse.ac.uk/CIBL/Scholarships/home.aspx)



"The Confucius Institute scholarships are funded and cover tuition and accommodation fees as well as health insurance"

# Summer Programme at Tsinghua University, Beijing

清华大学

Tsinghua University

Sponsored by Confucius Institute Headquarters (Hanban) and held jointly by the Confucius Institute for Business London (CIBL) and Tsinghua University, this summer programme is an excellent opportunity for CIBL students to study in China. Participants will spend 2 weeks in Beijing taking part in a series of tailor-made intensive Chinese language programmes, including 3 hours of language learning per day plus field trips and culture talks. The programme is designed by the Tsinghua University International Chinese Language & Culture Centre (ICLCC) and provides a great opportunity to experience the real China at one of the world's best universities!

### Aims and Objectives:

- Use Chinese to in its native environment
- Better understand Chinese language and culture

### Course Levels and Content:

- Intensive Chinese language classes, 3 hours every day during the weekdays
- Weekend trips to places of interests in Beijing

**Duration:** 2 weeks (beginning in July or August )

**Venue:** Tsinghua University campus

**Trainers:** Tsinghua teachers

**Registration:** January – mid-March at CIBL

Further details please visit the CIBL website: [lse.ac.uk/CIBL/Language%20Courses/home.aspx](http://lse.ac.uk/CIBL/Language%20Courses/home.aspx)

**Information for the courses tuition fee can be found in the enclosed leaflet.**





# Pre-Departure Training Courses

## The Value of Pre-departure Training Courses

China is a vast country with a history spanning over 5,000 years and as such the Chinese language and culture can seem very different from that in west. In order to ensure that your trip to China goes as smoothly as possible CIBL has created a pre-departure training course

### Aims and Objectives

- To raise awareness about the differences between Chinese and Western culture
- To provide a crash-course in “survival Chinese”
- To explain the visa application process
- To learn about food culture and etiquette with a meal in China Town (Optional)

### Who is the course aimed at?

This programme has been developed by professional Chinese teachers at the Confucius Institute and can be tailored to meet the specific needs of the specific group. The course has been taken by executives preparing for business trips to China, corporate managers traveling to China to undergo intensive language courses and volunteer teachers.

**Time:** Courses usually run on Saturdays and begin at 12:00 pm

**Venue:** The LSE campus

**Course Price:** £15/hour/person; £45 for the 3 hour programme (based on a group of 10)

**Trainer/s:** CIBL teachers

**Information for the courses tuition fee can be found in the enclosed leaflet.**



Management level staff taking part in the CIBL and Tsinghua 2015 Summer Programme

# Chinese Festivals at CIBL



Every year CIBL holds events at LSE to celebrate various Chinese festivals and invites about 50 guests to celebrate these wonderful festivals. The events include an introduction to the festival, festival related entertainment performed by the CIBL team and students and traditional Chinese food. CIBL celebrates the following festivals

**Dragon Boat Festival** occurs on the 5th day of the 5th month of the Chinese lunar calendar. The focus of the celebrations includes eating rice dumplings (粽子), drinking Xionghuang wine (雄黄酒), and racing dragon boats (赛龙舟)

**Spring Festival**, or the Chinese Lunar New Year, is the most important of the traditional Chinese holidays. The festival begins on the first day of the first month in the traditional Chinese calendar and ends with the “Lantern Festival” which is on the 15th day. On Chinese New Year’s Eve, Chinese families gather for their annual reunion dinner, known as “Eve of the Passing Year.”

**The Mid-Autumn Festival**, also known as the Moon Festival dates back over 3,000 years to moon worship in China’s Shang Dynasty. The Mid-Autumn Festival is held on the 15th day of the eighth month in the Chinese lunar calendar, when the moon is at its fullest and roundest. The traditional food of this festival is the mooncake, of which there are many different varieties.

These events are invitation only but will be advertised in CIBL newsletter. Should you wish to attend please contact the CIBL office.

“CIBL holds events at LSE to celebrate various Chinese festivals”

# Feedback

As CIBL is a provider of education we understand the value of feedback. In order to maintain and further improve our service quality we gather and reflect on what our students have to say about us. Below is a sample of what students say about CIBL.



## One-to-one Course Student

*"The great benefit of one to one lessons, particularly for busy executives who travel and have other commitment ... is that learning is geared directly to the individual's proficiency, rate of progress, interests*

*and preferred style of learning ... This means the rate of learning is faster than it would be otherwise and important steps are not missed because of missing group lessons. Having the complete attention of a tutor for the duration of every lesson ensures progress and reinvigorates the student's enthusiasm."*

Mr Ralph G Barber (pictured above)  
Adviser to the Group Chairman, HSBC Holdings PLC



## In Company Group Class student

*"I have found CIBL and the teacher to be extremely professional and very dedicated. We had a variety of students in the class, with diverse goals, but we all felt that the class*

*was an excellent way to improve our Mandarin reading and practice our speaking and presentation skills. I know how important knowledge of this language is. I look forward to continuing the classes."*

Vincent Hakyemez, Executive Director,  
CEEMEA Loan Sales and Trading, J.P. Morgan



## Confucius Institute Scholarship Recipient

*"I would like to see myself as a business leader in future specializing in Emerging Markets with specific focus on East Asia and South Asia. The CIBL/Tsinghua*

*Summer Programme is a unique opportunity to expand my knowledge on Chinese culture, its language and the opportunity to interact with participants from all over the world. It would be exciting to meet Tsinghua students, China's future leaders and exchange ideas that would help me to understand China from a very different perspective."*

Ashfaque Kabir, STANDARD CHARTER

## Cultural Awareness Training

*"The cultural talks run by CIBL are just like a window for us to know more and better about modern China. The speakers are very professional and the topics are really interesting and up-to-date."*

Mr Kwame Akuffo, CEO of London Petrol

## Immersion-Course Student

*"The course was very well structured and well-suited for someone ... who had recently begun to learn Chinese and was taking the HSK exam for the first time ... The quality of teaching was outstanding. I ended up getting the maximum score on the exam ... because I improved my Chinese by a good margin with the course."*

Mr Peter Steggles, Senior Writer, HSBC

## Recipient of HSK Training

*"... I took the HSK preparatory course ... at the Confucius Institute for Business London. The course was very well structured and well-suited for someone ... who had recently begun to learn Chinese and was taking the HSK exam for the first time ... The quality of teaching was outstanding. I ended up getting the maximum score on the exam ... because I improved my Chinese by a good margin with the course."*

Mr Fernando Arrieta

# How to contact us

## Confucius Institute for Business London (CIBL)

Room 301, Floor 3, Tower 3, LSE  
Houghton Street  
London, WC2A 2AE

Email: [confucius.business@lse.ac.uk](mailto:confucius.business@lse.ac.uk)

Tel: +44 (0)20 7955 6253

Fax: +44 (0)20 7955 6154