



**Confucius  
Institute for  
Business London**

*Executive Education at LSE* ■

**CHINESE LANGUAGE AND CULTURE  
FOR BUSINESS LONDON**

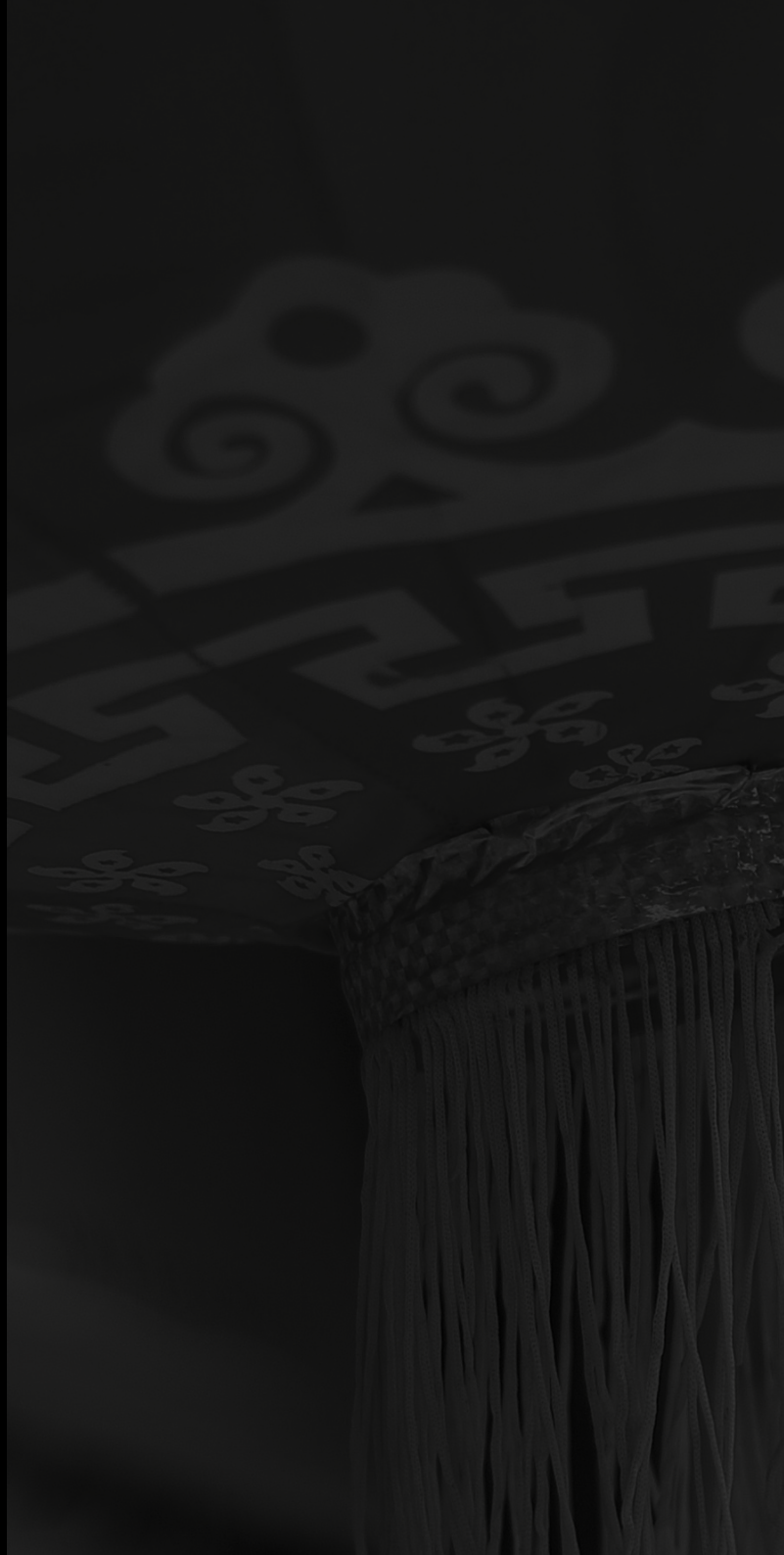
**EXECUTIVE PROGRAMME FOR GLOBAL THINKERS**



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**“CIBL HAS OVER A DECADE OF EXPERIENCE PREPARING BUSINESS PEOPLE TO WORK SUCCESSFULLY WITH CHINESE COUNTERPARTS. THIS INVOLVES BOTH LINGUISTIC PROFICIENCY AND CULTURE AWARENESS, AND THIS IS WHAT THIS PROGRAMME BRINGS TOGETHER.”**

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**CIBL UK Director**

# PROGRAMME OVERVIEW

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## **The Chinese Language and Culture for Business**

**London course** is an executive programme for leaders and managers with a global vision to communicate effectively with China in the business context.

Whether you are a beginner or an advanced learner, you will be able to increase your linguistic skills in business Chinese by the end of the programme. Moreover, you will gain deeper cultural understanding of how to interact and do business with Chinese people.

The programme also offers unique opportunities for you to attend a range of China Business Briefings and socio-cultural networking events, plus an optional study trip to one of the most prestigious universities in China.

There are two intakes per year for this programme – Spring and Autumn intake. The number of places offered is capped and we encourage you to apply as soon as you can.

# PROGRAMME STRUCTURE

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40

Weekly Chinese classes,  
two hours per week



3

China Business Briefings  
with receptions



10

Saturday sessions



3

Cultural events



3

Organised HSK/BCT  
examinations



1

Optional study trip  
in China

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Learning support through  
online platforms and  
mobile apps


Up to 6

catch-up classes in  
case you miss a class



Final award ceremony upon  
completion of the programme  
to celebrate your success





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**CHINESE LANGUAGE AND CULTURE FOR  
BUSINESS LONDON EQUIPS YOU WITH  
THREE ESSENTIAL SKILLS FOR DOING  
SUCCESSFUL BUSINESS IN CHINA:**

**1) BEING ABLE TO HOLD SMALL TALKS  
BEFORE GETTING DOWN TO BUSINESS**

**2) HAVING SUFFICIENT KNOWLEDGE  
ABOUT CHINESE CULTURE AND  
APPROACHES TO BUSINESS**

**3) MEETING LIKE-MINDED PEOPLE AND  
EXPANDING YOUR CONTACTS IN THE  
GLOBAL BUSINESS WORLD**

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**Programme Director**

# KEY FEATURE 1

## MANDARIN CLASSES

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Delivered by our experienced Mandarin teachers, you will have a combination of face-to-face, online and mobile learning methods to ensure you achieve the best learning outcomes. Our teaching approach is communicative, engaging, with a focus on business contexts. We understand that revision sessions and catch-up lessons are key for busy people. Therefore, we have designed the programme with such features to meet your needs.

Our programme is learner-centred with ongoing teaching support for students. You will have three opportunities to take the HSK/BCT examination, an internationally recognised Chinese language proficiency test, at your chosen level. In the monthly

Saturday session, part of the day is dedicated to help you prepare for your examination and achieve your desired result. You will also have various opportunities to practise your Chinese with native speakers at our institute.

This course is rigorous and open to ambitious learners who want to progress significantly in their language learning. We offer six language levels, from complete beginner to proficiency. If you are not a complete beginner, please make sure you let us know at the time of your application. A language assessment will be arranged for you to ensure we place you in the appropriate class.

**“I have found CIBL and their teachers 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 practise our speaking and presentation skills. I look forward to continuing my journey with CIBL.”**

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Past student



## KEY FEATURE 2

### INTERCULTURAL COMMUNICATION AND BUSINESS MASTERCLASS

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The intercultural communication session runs once a month, and addresses core values of Chinese culture and its communication styles. It develops Chinese cultural intelligence for global leaders or anyone interested in doing business with Chinese nationals or in China.

In the intercultural communication class, we will explore important concepts such as “**mianzi**”, “**guanxi**”, “**hanxu**” and other linguistic features of the Chinese language. We will also examine different case studies on miscommunication and cultural breakdowns in business contexts. These sessions will enhance your cultural awareness of China and enable you to apply such awareness in a range of business activities such as negotiation, leading an international team and managing cultural differences.

In the business masterclass, guest speakers with extensive knowledge and experience in doing business with China are invited to share their understanding with you. There will be plenty of opportunities for students to interact with the speakers and ask any questions related to partnerships with China.





# KEY FEATURE 3

## EVENTS AND NETWORKING

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From China Business Briefings to traditional festival celebrations, lectures and events are designed to optimise your learning experience and provide you with networking opportunities.

LSE enjoys an enviable location in London, one of the most cosmopolitan cities in the world. Being in the heart of the capital is fundamental to CIBL's identity as a Chinese language and culture institute, with a mission to serve London business communities.

**“Our executive programme provides a great platform to empower young professionals in London, allowing them to add a thorough working knowledge of China to their career. The social networking events and the China Business Briefings do not only bolster and accelerate Chinese language learning for students, but also prepare them for cultural and social aspects of living and doing business in China.”**

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CIBL Deputy Director



# A UNIQUE OPPORTUNITY

## OPTIONAL STUDY TRIP IN CHINA

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Sponsored by Confucius Institute Headquarters (Hanban), this optional study trip in China is a unique additional offer to all registered students on this executive programme. It allows you to build on your foundation and rapidly improve your language skills in China.

In this trip, you will spend two weeks taking part in a series of tailor-made intensive Chinese language programmes, including daily language class, field trips, cultural talks and networking events with Chinese counterparts. Hanban offers generous scholarship funding to CIBL students. For students on this programme, CIBL will automatically enter you into the scholarship application to support your trip. If your application is successful, the scholarship would typically cover your tuition fee, cultural excursions and partially subsidise your accommodation.

The programme was originally designed by the Tsinghua University International Chinese Language & Culture Centre (ICLCC) and provides a great opportunity for students to experience the real China. We are continually expanding our links with a range of Chinese institutes and locations to broaden students' experiences.







“在中国两周的学习，将集汉语沉浸式学习、日常生活接触、商务交友访谈、名胜风光游览于一体，让学员通过切身体验领略中华文化的久远深厚与充沛活力。”

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伦敦商务孔子学院 中方院长

**“The two weeks of study in China will enable students to experience China by being there and learning the language as it is really spoken and used, making new friends and contacts, sightseeing and getting a feel for the vibrance of modern Chinese life intertwined with the echo of history and the dawn of our collective future.”**

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CIBL China Director



# HOW TO APPLY

- Read programme details and confirm terms and conditions
- Submit application form with a copy of your CV
- Wait for application outcome
- Proceed to payment if your application is successful

All applicants will be offered a free consultation (in person or via telephone) to discuss the course and their needs with the Programme Director. Please note that students are required to have full eligibility to study and live in the UK, we do not sponsor student visas with this programme.

## COST

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The cost of this programme includes tuition fee, course materials, online platforms, mobile learning support, six catch-up sessions, three HSK/BCT examination opportunities, wine receptions, pre-departure training, and all other activities mentioned in the programme overview.

For detailed information about the programme pricing structure, please check our website.





## CERTIFICATE

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On completion of the programme, you will receive a certificate from CIBL LSE.

## HSK/BCT

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The Hanyu Shuiping Kaoshi (HSK) is an international exam that tests and rates Chinese language proficiency. It assesses non-native Chinese speakers' abilities to use the Chinese language in their daily, academic and professional lives. HSK consists of six levels, from beginner (HSK one) to mastery (HSK six).

Business Chinese Test (BCT) is a state-level standardised test designed to assess the Chinese proficiency of non-native speakers engaged in business activities.

## CUSTOMISED PROGRAMME

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CIBL is able to offer a customised programme to organisations that enrol a minimum of ten participants. Additional benefits include weekly language classes in companies, and Chinese language classes with tailor-made business elements for your specific industry. If you are interested in the above service, please contact us for further information.




## ABOUT CIBL

The Confucius Institute for Business London (known as CIBL) was launched in 2006 with a mission to serve London business communities by providing top quality Chinese language courses, cross-cultural awareness training, China Business Briefings and a range of social-cultural events and networking opportunities.

Founded with the support of **BP, Deloitte, HSBC, John Swire & Sons (Swire Group), Standard Chartered**, it is continuously supported by Confucius Institute Headquarters (Hanban), the Ministry of Education of The People's Republic of China and the Embassy of China in the UK. The Institute is run by the London School of Economics and Political Science (LSE), jointly with Tsinghua University in Beijing. CIBL benefits people who want to improve their business engagement with China in both the short and long term.





A photograph of a traditional Chinese building's roof. The roof is adorned with golden lion statues (shishi) and ornate decorations. The background is a clear blue sky. The text is overlaid on the image, centered horizontally and vertically.

**“I AM GRATEFUL FOR THE OPPORTUNITY  
TO PARTICIPATE IN THIS PRODUCTIVE  
AND MEANINGFUL EXPERIENCE AND  
LOOK FORWARD TO OUR SHARED  
FUTURE TOGETHER.”**

**PAST STUDENT**



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

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[lse.ac.uk/CIBL](http://lse.ac.uk/CIBL)