



**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.”**

CIBL UK Director





PROGRAMME INTRODUCTION

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 sociocultural networking events, plus an optional study trip to a number of prestigious universities in China.

KEY FEATURE 1 – MANDARIN CLASSES

Delivered by our experienced Mandarin teachers, you will have a combination of face-to-face and online interactive learning methods to ensure you achieve the best learning outcomes. Our teaching approach is communicative, engaging, with a focus on business contexts. Our class size is small, capped at on average six students per class to maximize your opportunities to practise what you've learned.

KEY FEATURE 2 – INTERCULTURAL COMMUNICATION AND BUSINESS MASTERCLASS

Intercultural communication sessions will enhance your cultural awareness of China and enable you to apply such awareness in a range of business activities, 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.

KEY FEATURE 3 – EVENTS AND NETWORKING

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



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**
-

Programme Director



CLCB ON-CAMPUS OVERVIEW

The Chinese Language and Culture for Business (CLCB) on-campus course is a part-time executive programme for anyone with a global vision and an interest in China. This is the most comprehensive programme across our course portfolio. This 10-month programme is delivered using a blended learning approach and will empower you to communicate effectively in the Chinese business context.

This programme is designed with your busy schedules in mind. In addition to the structured on-campus classroom learning, you can learn from our online catch-up sessions and weekly personalised classes. Moreover, you will have a digital platform that we create for you, where you can find interactive learning materials and tailor-made content for your industry. Overall, our blended learning approach is communicative and engaging.

“I am grateful for the opportunity to participate in this productive and meaningful experience and look forward to our shared future together.”

Past student



CLCB ON-CAMPUS STRUCTURE

Starts in October each year.

40

On-campus weekly Business
Mandarin classes, two hours per week



30 minute

Online optional weekly
personalised classes



10

On-campus Saturday
HSK courses



Up to 6

Online catch up classes in case you
miss a class



5

On-campus Saturday Intercultural
Communication sessions



5

On-campus Saturday Business
Masterclass sessions

1

Paper-based HSK exam
at LSE

1

Optional study trip in China



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



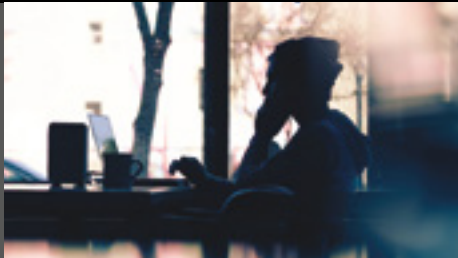
CLCB ONLINE OVERVIEW AND STRUCTURE

The Chinese Language and Culture for Business (CLCB) online course is conducted entirely online and lasts for 5 months. The online programme is delivered fully remote to benefit those who live outside London. The course will empower you to communicate effectively in the Chinese business context.

Starts in March or October each year.

20

Weekly interactive Business Mandarin classes, two hours per week



30 minute

Optional weekly personalised classes



5

Saturday HSK courses

5

Recorded Intercultural Communication sessions

3

Recorded Business Masterclass sessions



1

Optional study trip in China



CLCB FLEXI OVERVIEW AND STRUCTURE

The Chinese Language and Culture for Business (CLCB) flexi course is the most flexible programme in our course portfolio. It is in a one-to-one mode, designed to provide busy professionals with unparalleled flexibility and accessibility. The programme offers flexibility both in delivery time and mode in order to meet unique needs of individuals who require a more adaptable learning schedule.

CLCB Flexi offers:

- Individual attention
- Flexible scheduling and teaching venue
- Hybrid learning
- Integrated cultural insights.

Starts anytime of the year.

40 hour

Business Mandarin classes online or in-person at LSE or your office



5

Recorded Intercultural Communication sessions



3

Recorded Business Masterclass sessions

1


Paper-based HSK exam at LSE

1

Optional study trip in China



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



"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."

Past student







CLCB HOSPITALITY AND TOURISM OVERVIEW

Chinese Language and Culture for Business (CLCB) Hospitality and Tourism course is in a specialised version focusing on hospitality and tourism industry. Powered by the *China Ready** textbook, it prepares professionals and Chinese learners to work in the hospitality and tourism industry for high-value tourism business coming from China to English-speaking countries. This five-month executive programme is delivered using a blended learning approach and will empower you to communicate effectively in the Chinese business context.

The textbook and authentic materials are carefully designed by our teachers for each student in the programme. This programme is ideal for students who have some foundation of Chinese learning, but open to all.

“Chinese tourists are the most powerful single source of change in the tourism industry.”

Taleb Rifai, Secretary General of the World Tourism Organisation (UNWTO)

* Xiang, C.H., & Wang, X.L. (2021). *China Ready!: Chinese for Hospitality and Tourism* (1st ed.). Routledge. <https://doi.org/10.4324/9781351063180>



CLCB HOSPITALITY AND TOURISM STRUCTURE

Starts in March or October each year.

20

Weekly interactive Business Mandarin online classes, two hours per week



30 minute

Online optional weekly personalised classes



5

Online Saturday HSK courses

5

On-campus Saturday network receptions

3

Recorded Intercultural Communication sessions



2

Recorded Business Masterclass sessions



1

Optional study trip in China



If your organisation has a group of 10 students and above, we will be able to delivery at your company.

A UNIQUE OPPORTUNITY

OPTIONAL STUDY TRIP IN CHINA

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 language classes or exchanges, company visits, field trips, cultural talks, and networking events with Chinese counterparts. CIBL offers generous scholarship funding to students of this programme, and it would typically cover your tuition fee.

The programme has successfully offered trips to Beijing, Shanghai, Wuhan, Shenzhen, Hong Kong, etc. We are continually expanding our links with a range of Chinese institutes and locations to broaden students' experiences.

Since 2025, the study trip has been open to the general public, and we welcome anyone with an interest in experiencing China to apply.





“在中国两周的学习，将集汉语沉浸学习、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。”

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.”

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 online) to discuss the course and their needs with a member of staff. 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



For detailed information about the different programme pricing structures, please check our website at lse.ac.uk/CIBL



LinkedIn ID:
Chinese Language and Culture for Business





CERTIFICATE

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

CUSTOMISED PROGRAMME

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**. 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.



“OUR EXECUTIVE PROGRAMME OFFERS YOUNG PROFESSIONALS IN LONDON A VALUABLE OPPORTUNITY TO STRENGTHEN THEIR CAREERS BY BUILDING A SOLID, PRACTICAL UNDERSTANDING OF CHINA. ALONGSIDE LANGUAGE INSTRUCTION, OUR SOCIAL NETWORKING EVENTS AND CHINA BUSINESS BRIEFINGS SUPPORT RAPID LANGUAGE DEVELOPMENT AND EQUIP PARTICIPANTS WITH ESSENTIAL INSIGHTS INTO THE CULTURAL AND SOCIAL DYNAMICS OF LIFE AND BUSINESS IN CHINA.”

CLCB Programme Manager





THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Confucius Institute for Business London
LSE
Houghton Street
London WC2A 2AE
UK

confucius.business@lse.ac.uk

lse.ac.uk/CIBL