



# Managing China Business Programs

- 1) Diploma of International Business (China Business)
- 2) Managing China Business Skill Set Training
- 3) China Business Case Management
- 4) Business Chinese 1A (Elementary Mandarin for Social Purposes)  
Business Chinese 1B (Elementary Mandarin for Work Purposes)

*These training solutions follow the Australian national competency standards for international business, designed by the industries, and take you through the whole process of managing China business at your workplace.*

## **Acelin Institute of Business**

Acelin Institute of Business (Acelin) is a Registered Training Organisation (RTO) in Australia (National Code: 40391). This modern, innovative and vibrant organisation is geared to establishing itself as a highly respected business school locally, nationally and across the Asia Pacific. Acelin has a special interest in, and links to, the Greater China region which represents a market of great importance to Australia. Acelin aims to foster opportunity for business within the region through its practical and networking-focused programs.

Acelin delivers award education and training programs leading to qualifications in the fields of business and management. These programs are listed on the Australian government training website: [www.training.gov.au](http://www.training.gov.au).

### **Managing China Business Programs**

To satisfy the increasing needs of business community and government organisations, Acelin provides training solutions to the whole process of developing and managing China business, from Chinese cultural awareness; understanding modern Chinese business practices; Chinese communication and negotiation styles; building Chinese business networks and Chinese client relationships; understanding China market and Chinese consumer behaviour; China business planning; developing a China marketing plan / China export plan; in-country promotion and business development to business Chinese language.

Managing China Business Programs include the following:

- 1) Diploma of International Business (China Business)
- 2) Managing China Business skill set training
- 3) China Business case management
- 4) Business Chinese 1A (Elementary Mandarin for Social Purposes)  
Business Chinese 1B (Elementary Mandarin for Work Purposes)

Depending on their training needs, participants can undertake training for the Diploma of International Business (China Business); alternatively they can choose training on individual Managing China Business skill set. Upon completion of one skill set training, participants can undertake additional skill set training, leading towards the completion of the whole qualification. Upon successful completion of eight (8) units of competency, participants will be awarded a Diploma of International Business.

At the conclusion of the training program, participants will be offered the opportunity to conduct promotion and business development in China, through a case management program organised by Acelin. We will provide participants with mentoring, business matching, market development and other practical business development supports with the aim of achieving the ultimate goal of securing a business contract.

Business Chinese 1A (Elementary Mandarin for Social Purposes) and Business Chinese 1B (Elementary Mandarin for Work Purposes) are designed for business people who wish to learn some basic Chinese language in the business settings in order to improve the effectiveness of their work. They are suitable for the participants who have no or little prior knowledge of Mandarin. The programs are not nationally accredited.

Funding is available for attending Managing China Business Programs. Australian Federal Government provides "Industry Skills Fund (Growth Stream)". South Australia Government funding is also available through its "Export Partnership Program".

### **Further Information**

To discuss your Managing China Business training solutions, funding opportunities, or to register your interest, please contact:

Mr. Michael Lin  
Coordinator: Managing China Business Programs  
Acelin Institute of Business  
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## **CB01 Building good relationships with Chinese clients**

### ***Program Overview***

This program aims to help participants develop an understanding of traditional Chinese cultural values, communication and negotiation styles and current business practices. Through this program, participants will be able to develop and implement their culturally appropriate communication and negotiation strategies and build relationships with Chinese clients.

### ***Who Will Benefit***

This program benefits any participants who have opportunity to interact with Chinese clients.

### ***Competencies Covered***

This program will develop the following competencies:

- develop an awareness of traditional Chinese cultural values
- understand Chinese communication and negotiation styles
- build cross-cultural communication strategies
- apply culturally appropriate communication strategies with Chinese clients
- negotiate with Chinese clients
- maintain and improve relationships with Chinese clients.

This program is nationally accredited and recognised, and includes assessment. The learning outcomes provide the national competency standards for:

<b>Unit Code</b>	<b>National Competency Standard</b>
BSBREL501	Build Chinese client relationships

Upon successful completion of the assessment, participants will receive a Statement of Attainment, outlining the Unit of Competency achieved, which can be used towards a nationally recognised qualification.

### ***Duration***

One day

### ***Investment***

Your investment in this program is \$495.

## **CB02 Building support networks and good relationships with Chinese business partners**

### ***Program Overview***

This program aims to help participants develop an understanding of traditional Chinese cultural values, current Chinese business culture and practices. Through this program, participants will be able to build and maintain Chinese business networks.

### ***Who Will Benefit***

This program will benefit any participants who are involved in developing and conducting China business.

### ***Competencies Covered***

This program will develop the following competencies:

- develop an awareness of traditional Chinese cultural values
- develop an understanding of Chinese business cultures and practices
- develop and maintain Chinese business networks
- review own participation in Chinese business networks.

This program is nationally accredited and recognised, and includes assessment. The learning outcomes provide the national competency standards for:

<b>Unit Code</b>	<b>National Competency Standard</b>
BSBREL502	Build Chinese business networks

Upon successful completion of the assessment, participants will receive a Statement of Attainment, outlining the Unit of Competency achieved, which can be used towards a nationally recognised qualification.

### ***Duration***

One day

### ***Investment***

Your investment in this program is \$495.

## **CB03 Analysing the business and industry environments in China and building a China business case**

### ***Program Overview***

This program aims to help participants analyse the trends and developments, understand the China market and review current business performance and capability. Through this program, participants will develop a China business case to assess whether the China market is suitable for their organisation and make the 'go or no go' decision.

### ***Who will benefit***

This program will benefit any participants who are involved in developing and conducting China business.

### ***Competencies Covered***

This program will develop the following competencies:

- analyse the business environment in China
- analyse industry environment
- conduct competition and competitor analysis
- review current business performance and capability
- assess how business can meet current and emerging needs of the China market
- prepare China Market Report and China Business Case.

This program is nationally accredited and recognised, and includes assessment. The learning outcomes provide the national competency standards for:

<b>Unit Code</b>	<b>National Competency Standard</b>
BSBMKG511	Analyse business and industry environments in China market
BSBMKG512	Build a China business case

Upon successful completion of the assessment, participants will receive a Statement of Attainment, outlining the Units of Competency achieved, which can be used towards a nationally recognised qualification.

### ***Duration***

Two days

### ***Investment***

Your investment in this program is \$990.

## **CB04 Profiling China market and analysing Chinese customer behaviours**

### ***Program Overview***

This program aims to help participants understand China market and analyse Chinese customer behaviour. Through this program, participants will identify target market and understand Chinese customer behaviour. This will enable them to recommend marketing strategies for a China marketing plan / China export plan.

### ***Who Will Benefit***

This program will benefit any participants who are involved in developing and conducting China business.

### ***Competencies Covered***

This program will develop the following competencies:

- identify the target market
- profile the target audience
- develop positioning strategy
- assess current level of customer interest and analyse customer behaviour
- recommend marketing strategies.

This program is nationally accredited and recognised, and includes assessment. The learning outcomes provide the national competency standards for:

<b>Unit Code</b>	<b>National Competency Standard</b>
BSBMKG516	Profile China market
BSBMKG517	Analyse Chinese consumer behaviours

Upon successful completion of the assessment, participants will receive a Statement of Attainment, outlining the Units of Competency achieved, which can be used towards a nationally recognised qualification.

### ***Duration***

Two days

### ***Investment***

Your investment in this program is \$990.

## **CB05 Providing quality customer service to Chinese clients**

### ***Program Overview***

This program aims to help participants develop an understanding of traditional Chinese cultural values, Chinese communication and negotiation styles and customer service process. Through this program, participants will be able to build and enhance Chinese client relationships and provide quality service to the Chinese customers.

### ***Who Will Benefit***

This program will benefit any participants who are involved in providing service to Chinese clients.

### ***Competencies Covered***

This program consists of two units of competency and will develop the following competencies:

- develop an awareness of traditional Chinese cultural values
- understand Chinese communication and negotiation styles
- develop and apply culturally appropriate communication strategies
- plan to meet Chinese customer requirements
- deliver quality products and service
- review customer service to the Chinese clients
- maintain and improve relationships with Chinese clients.

This program is nationally accredited and recognised, and includes assessment. The learning outcomes provide the national competency standards for:

<b>Unit Code</b>	<b>National Competency Standard</b>
BSBREL501	Build Chinese client relationships
BSBCUS501	Manage quality customer service to Chinese clients

Upon successful completion of the assessment, participants will receive a Statement of Attainment, outlining the Units of Competency achieved, which can be used towards a nationally recognised qualification.

### ***Duration***

Two days

### ***Investment***

Your investment in this program is \$990.

## **CB10 Diploma of International Business (China Business)**

### ***Program Overview***

This practical program is designed to help participants to do business with China or expand their China business.

The participants will benefit from the structured training and support environment. Through this support, participants can expect to gain enhanced conceptual, problem solving and research skills applicable to their practice. They will fast-track their practical competence in China Business management, developing critical insights into what it takes to succeed in a different cultural and political context through direct exposure.

The program will add value to the participants' organisations which face significant challenges in breaking into, or expanding in, the China market. It is an extremely cost-effective way to produce direct and tangible results to the China operations of participants' organisations. Success can lead directly to financial benefit in the short and long term.

### ***Aim***

The aim of the program is to prepare participants for undertaking business activities in China. Key areas of managing China Business are covered and the essential knowledge and skills necessary to effectively operate in the Chinese business environment imparted. The program will also develop an understanding of the similarities and differences in business cultures and practices between China and the West. This will include a sound grounding in cross-cultural management skills.

### ***Competencies Covered***

This program is clustered around three skill sets and will develop the following competencies:

#### **Building Chinese client relationships and business networks**

- develop an awareness of traditional Chinese cultural values
- understand Chinese communication and negotiation styles
- develop and apply culturally appropriate communication strategies
- conduct cross-cultural negotiations to achieve win-win situations
- maintain and improve relationships with Chinese clients
- develop an understanding of Chinese business culture and practices
- develop and maintain support networks and good relationships with Chinese business partners

#### **Understanding China market**

- analyse the business environment in China
- analyse industry environment
- conduct competition and competitor analysis
- review current business performance and capability
- assess how business can meet current and emerging needs of the China market
- identify the target market
- profile the target audience
- develop positioning strategy
- assess current level of consumer interest and understand customer behaviour
- recommend marketing strategies

#### **China market planning and implementation**

- devise China marketing strategies
- plan China marketing tactics
- prepare and present a China marketing plan / China export plan
- plan promotional activities
- coordinate promotional activities
- review and report on promotional activities



This program is nationally accredited and recognised. The learning outcomes provide the national competency standards for:

<b>Unit Code</b>	<b>National Competency Standard</b>
BSBREL501	Build Chinese client relationships
BSBREL502	Build Chinese business networks
BSBMKG511	Analyse business and industry environments in China market
BSBMKG512	Build a China business case
BSBMKG516	Profile China market
BSBMKG517	Analyse Chinese customer behaviours
BSBMKG609	Develop a China marketing plan / China export plan
BSBMKG513	Promote products and services to China market

### ***Duration***

This program will take six (6) months to complete on a part-time basis.

There are four (4) terms with six (6) weeks for each term. Participants will study two units per term plus attend a Commencement Seminar. There are no breaks between terms.

### ***Delivery***

The program will be conducted through conventional face-to-face workshops in an intensive block mode. Eight (8) full days of workshops are organised into four (4) teaching blocks, with one teaching block per term. A teaching block consists of 16 contact hours on Saturday and Sunday. However, a delivery schedule can be negotiated to fit with the individual organisation's needs.

Workshops are conducted at Acelin Institute of Business; they can also be conducted in-company or offsite at an agreed venue.

### ***Assessment***

Assessment is an essential part of the program. It is designed not only to facilitate the achievement of learning outcomes but also to collect evidence of competency demonstrating the ability to perform the activities to the required national standards in the workplace. The majority of assessment tasks are project-based.

### ***Entry Requirement***

Candidates with vocational experience, in particular, the experience dealing with Chinese clients, will be considered for this program.

### ***Qualification***

Upon successful completion of the program, participants will be conferred with a Diploma of International Business in accordance with the Australian Qualifications Framework. The qualification is recognised nationally throughout Australia. Participants who have completed one or more units of competency will be conferred with a Statement of Attainment.

### ***Investment***

Your investment in this program is \$3,960

## **CB11 China Business Case Management Program**

### ***Program Overview***

Upon completion of the coursework, participants are offered a unique opportunity to implement their China Marketing Plan / China Export Plan through a case management program organised by Acelin.

For the participants who take up this opportunity, mentors who are appropriate to the industry background of the participants are appointed in order to facilitate the implementation of their already approved China Marketing Plan / China Export Plan. The mentors will not only provide the participants with hands-on supports, but very importantly, introduce the participants to established business contacts in the industry in China. Mentors will assist the participants in market development and going through well-planned processes with the aim of achieving the ultimate goal of securing a business contract.

Acelin will also provide business development support services, including translation and interpretation, organising visits and meetings, facilitation of communication and negotiation.

### ***Duration***

Participants will complete this program over a six-month period or longer as negotiated.

### ***Investment***

This will be negotiated between the individual participants and Acelin, depending on their needs and the tailor-made programs.

Australian Federal Government provides "Industry Skills Fund (Growth Stream)". South Australia Government funding is also available through its "Export Partnership Program".

## **BC01 Business Chinese 1A; BC02 Business Chinese 1B**

### ***Program Overview***

The programs assist business people in developing their practical communication skills in a range of Chinese social and business settings. It is designed with busy people in mind, and is conducted through a flexible part-time study methodology in an unthreatening environment.

Generally the participants have no or little prior knowledge of Mandarin Chinese language. They are seeking to develop their Chinese language skills and cultural knowledge in order to enhance their success in business and conduct their work more effectively.

### ***Aim***

The programs aim to provide individuals with Mandarin Chinese language skills and cultural knowledge to enable them to communicate in social and business situations both in Australia and overseas.

Upon successful completion of Business Chinese 1A and 1B, participants will be able to communicate effectively in simple and direct exchanges and in familiar and basic social and business settings.

### ***Competencies Covered***

The programs will develop the following competencies:

#### Business Chinese 1A

- Conduct basic oral communication for social purposes in Mandarin Chinese
- Read and write basic documents for social purposes in Mandarin Chinese

#### Business Chinese 1B

- Conduct basic workplace oral communication in Mandarin Chinese
- Read and write basic workplace documents in Mandarin Chinese

### ***Duration***

Business Chinese 1A will be delivered on a part-time basis over 16 weeks, with a total of 32 contact hours. The same arrangement is for Business Chinese 1B.

However, the programs can increase the contact hours per week to satisfy the needs of the participants. In this case, it will be completed in less than 16 weeks for each program.

### ***Delivery***

The programs will combine conventional face-to-face lecturer-facilitated workshops with self-directed study involving small group and individual activities. The workshops will be conducted weekly with 2 hours in one evening. However, a delivery schedule can be organised to fit with the individual organisation's or participant's needs.

Participants are required to read the workbook prior to each week's class, and conduct revision and practice between classes. In order to meet the requirements of the programs, participants need to devote four to five hours per week, outside of the workshop.

Workshops are conducted at Acelin Institute of Business; they can also be conducted in-company or offsite at an agreed venue.

### ***Assessment***

Assessment is designed to facilitate learning and demonstrate competency, and is conducted on an on-going informal basis and through summative competency tasks.

### ***Entry Requirement***

No prior knowledge of Mandarin Chinese language is required for entry into Business Chinese 1A and 1B.

### ***Your Investment***

Your investment is \$800 for each program.

## **Program Team**

Acelin has assembled an excellent team for the programs, including:

Program Coordinator: Mr Michael Lin

Consultant: Prof. and Dr. Peter Chou

### **Mr. Michael Lin**

Master of International Business Administration(Flinders); MEd(Beijing University of Physical Education)  
BEd(Beijing University of Physical Education)  
GradDipEd(Adelaide); Certificate IV in Training and Assessment(TAFESA)

Michael holds a Master of International Business Administration from the Flinders University of South Australia and has specialised in international business. He has been involved in education and training for 20 years. While working as the Program Director: Chinese MBA at University of South Australia, he lectured strategic management and supervised Action Learning Project. He has taught over 1,700 MBA students in Hong Kong, Taiwan, Singapore and Mainland China and supervised many students from medium and large companies in the region.

Michael is also a registered Chinese language teacher and has many years of experience teaching Mandarin in South Australia.

### **Prof. and Dr. Peter Chou**

PhD(Warwick); MBA(CYCU); BS(NTUT)

Peter holds a PhD in Marketing from the University of Warwick, United Kingdom, and is currently a Professor of Marketing at the School of Business, Renmin University of China. He worked as a Senior Lecturer at the International Graduate School of Business, University of South Australia and as a Professor of Marketing at the School of Economics and Management, Southwest Jiaotong University in China. His research interests include global competition in Chinese market, Chinese relationship marketing, consumer psychology and behaviour. He has consulted extensively for both local enterprises and MNCs in China.