

# Developing a Market-Aligned Business Chinese Curriculum Through Comprehensive Needs Analysis

Haixia Wang<sup>1</sup>, Ting Wen<sup>2</sup>, Sijia Zhou<sup>3</sup>, Henghua Su<sup>4</sup>

*<sup>1,2,3,4</sup>Xi'an Jiaotong Liverpool University, UK*

## ABSTRACT

Business Chinese courses were first introduced in the 1980s at Beijing Language and Culture University, marking the beginning of a popular Chinese for Special Purposes curriculum. Since then, leading Chinese universities have developed Business Chinese modules, programs, and majors, spurred by China's economic growth and initiatives like the Belt and Road Initiative. Despite increasing demand, students often face challenges in effectively applying Business Chinese in professional contexts. This research aims to analyze the learning needs of students majoring in International Business with a Language (IBL) at XJTLU to develop a curriculum that aligns with their needs and career prospects. Needs analysis is a critical precursor to course design (Richterich & Chancerel, 1987; Johns, 1991). It involves specifying course parameters, including learner grouping criteria, content selection, and instructional methodologies (Nunan, 1994). Our study employs both Target Situation Analysis (Hutchinson & Waters, 1987) and Present Situation Analysis (Robinson, 1991) to assess language proficiency and identify strengths and weaknesses. This research employs a mixed-methods approach, integrating both qualitative and quantitative data to comprehensively assess learning needs. The essay will detail the model utilized for data collection, including the design of questionnaires and structured interviews, as well as the data analysis process. By examining perspectives from students, teachers, and prospective employers, the study identifies key language skills and cultural competencies necessary for bridging theoretical knowledge with practical application. This initiative seeks to align educational outcomes with market demands, ensuring that IBL students are well-equipped for professional use of Business Chinese.

**Keywords:** Needs Analysis; Curriculum Development; Market Demands; Business Chinese; University-Industry Collaboration