



C. E. P Course Description

C.E.P – Courses for Exchange Programs

1. Chinese Language Program E

Course Code: LAN8001

DHU Credit: 8

Course Description: The classes of this Chinese program will be given *3 times per week*. By its systematical level arrangement, students are expected to improve all-around abilities in listening, speaking, reading and writing, and maximize their Chinese language skills development with the other students from all over the world.

2. General Chinese Program A

Course Code: LAN20001

DHU Credit: 20

Course Description: The classes of this Chinese program will be given *every morning from Monday to Friday*, 20 class hours a week. By its systematical level arrangement, students are expected to improve all-around abilities in listening, speaking, reading and writing, and maximize their Chinese language skills development with the other students from all over the world.

3. Chinese Business Culture

Course Code: CUL2006

Pre-requisites: HSK 5 level (180 scores) or above

DHU Credit: 2

Course Description: This course uses plain terms to introduce the basic characteristics of Chinese culture and the Chinese people, introduces the business etiquette you should know for doing business in China, as well as how to deal with the interpersonal relationship such as human favor and 'face' with Chinese features. It also illustrates the characteristics of Chinese people in business negotiation and enterprise management. Students can not only learn the Chinese business culture, but also the basic theories of cross-cultural business communication and the basic knowledge of traditional Chinese culture.

4. General Outline of China

Course Code: CUL2001

DHU Credit: 2

Course Description: the aim of this course is to rouse students' interests in Chinese culture, and will introduce basic knowledge about Chinese history, geography and culture. The teaching method is in-class lecture, and the exam will be oral report/presentation.

5. Entrepreneurship and Innovation

Course Code: BUS401

DHU Credit: 3

Course Description: This course on Entrepreneurship will be very inspirational and informative which will introduce students the process of entrepreneurial success. There has never been a more exciting and opportunistic time to study entrepreneurship. Around the world, the current economic crisis is not just negatively affecting business; but this crisis is also generating business opportunities for the creative and daring. This course will give students insight as to how to take advantage with Entrepreneurship by Launching New Ventures—this course will introduce students to the process of entrepreneurial success and shows them how to be effective every step of the way.

6. Marketing Basics

Course Code: MKT250

DHU Credit: 3

Course Information: Marketing plays a central role in any business activity in today's highly competitive marketplace. Companies of all kinds — from consumer product manufacturers (such as Apple, Nokia, Samsung, etc.) to industrial product manufacturers (such as Airbus, Intel, Pirelli, etc.), from banks (such as HSBC, Bank of China, Morgan Stanley, etc.) to non-profit organizations (such as UNICEF, Greenpeace, Amnesty International, etc.) — have to use marketing to understand, satisfy and keep their customers, thereby growing their business. In this context, those organizations which do not place sufficient emphasis on the marketing function are likely to struggle and eventually go out of business.

This course introduces students to the core principles of marketing, both from a theoretical and practical viewpoint. Thus, the course emphasizes the close link between marketing theory and practice by relying heavily on case studies of companies.

7. Macroeconomics

Course Code: BUS155

DHU Credit: 3

Course Description: This course will introduce the basic concepts and models of macroeconomics to help students to better understand the workings of the economy as a whole. Every day the media discusses the state of the economy and what the government is or is not doing about it. The scope of macroeconomics and the health of the macroeconomic is something that impacts on individuals, households and businesses large and small.

Initially this course will look at the key measures included in the scope of macroeconomics and students will develop an understanding of these and their importance to everyday lives. Differing and contrasting schools of thought as to what are the priorities in managing the macroeconomic and how these ends should be achieved. It is the aim of this course that students understand the macroeconomic theories that underpin these different schools of thought and can form their own informed position on these, so as to make better judgments and decisions in their individual, civic and business lives.

Following the financial crisis of 2008, economists, both academic and practicing, were criticized and questioned for not predicting or preventing the crash and again this course should help students to form their own position on this. Also, recently economics has come under criticism for not addressing some of the key issues in today's global economy such as increasing inequality and environmental degradation. The course will address some of these recent criticisms and students will evaluate the responses from some sectors of the economic community.

8. Service Marketing & Management

Course Code: MKT406

DHU Credit: 3

COURSE DESCRIPTION: As defined by government statistics, services (including entertainment, hospitality, retailing, healthcare, education, transportation, insurance, consulting, banking, etc.) account for a major share of the gross domestic product (GDP) of industrialized economies (USA, EU, Japan, etc.) and, increasingly, emerging economies (China, India, Brazil, etc.). Furthermore, the current list of Fortune 500 includes more service companies than manufacturing companies, thereby highlighting the important role that service firms play in creating employment and wealth. In such context, it is essential for the modern manager to understand the peculiarities of the service sector.

This course offers an introduction to marketing and managing services in the contemporary economy. The major theme of the course is that service organizations differ in many respects from manufacturing businesses, therefore requiring a distinctive approach to planning and implementing marketing strategy. Through the use of case studies ranging from Singapore Airlines, through Hilton and Starbucks, to Giordano, the course will cover topics such as: understanding service products, consumers and markets; applying the 4Ps of marketing to services; designing and managing the customer interface; developing customer relationships; and striving for service excellence.

9. International Marketing & Sales

Course Code: MKT310

DHU Credit: 3

COURSE DESCRIPTION: This course is to provide insight in how to apply the principles of marketing to international cross-border business. It will address what the consequences are for the marketing of a company or product, if it does international business outside its home market. It will not only aim at providing the theoretical concepts of global marketing and sales but will illustrate how it works in real life. Core question to

be addressed is the dilemma global vs. local in the marketing approach to foreign markets.

It will deal with the following subjects:

- The macro environment of doing cross-border business
- The strategy and business models to use in internationalization of businesses.
- The application of the 4p's in international marketing
- The internal organizational consequences of going international.

Course Objectives:

- To get full understanding of the basic concepts of international marketing and sales
- To train the students in what it means to work in sales and marketing in an internationalizing business and to give practical clues
- To train the students in certain behavioral skills that are vital in their future professional endeavors, like: team work skills, good communicative skills, knowing how to bring forward an opinion, open-mindedness, knowledgeable, reflectiveness.

**All courses listed above are offered on West Yan'an Road Campus.*