



2018 Spring Semester Course Description

C.E.P – Courses for Exchange Programs

1. Practical Chinese (Program D)

Course Code: LAN8001

Pre-requisites: none

DHU Credit: 8

Campus: Yan'an Road Campus

Course Description: this language course is strongly recommended for the exchange students who have never learned Chinese before, or who have already had very basic level. Students will learn survival knowledge, skills and simple daily expressions in order to make themselves better understood and their life in China easier, and help them better involve in DHU's student communities. The classes will be on Tuesday and Thursday.

2. General Chinese (Program A)

Course Code: LAN20001

Pre-requisites: none

DHU Credit: 20

Campus: Yan'an Road Campus

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. General Outline of China; Chinese Culture

Course Code: CUL2001

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

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 lectures, and the exam will be oral report/presentation.

4. General Outline of Chinese Art

Course Code: CUL2003

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: The course is to offer students an overview of Chinese art, with a focus on painting, in the historical context. Through this course, students are expected to get a good understanding of the cultural essences of Chinese art and the ability to appreciate its aesthetic values. The principles, characteristics and development of Chinese art are explored in a variety of perspectives, such as chronological, geographical, material cultures, religious and philosophical perspectives. Key topics to be discussed include:

- 1) Art of the Bronze Age
- 2) Sculpture art
- 3) Buddhist mural painting in caves and temples
- 4) The interrelationship between Chinese painting and writing
- 5) Literati artists
- 6) Imperial art academies
- 7) The interaction between Chinese and European art
- 8) 20th century Chinese art

5. Introduction to Chinese Design Motifs

Course Code: DES2001

Pre-requisites:

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: The course is to offer students an overview of design motifs used in Chinese decorative art, with a particular focus on textile design, in the historical context. Chinese design motifs from successive historic periods are introduced through a comprehensive cultural framework, in order for students to achieve an understanding of the cultural significance of motifs and an ability to read their inner meaning beyond the visual features. Key topics to be discussed include:

- 1) Chinese elements: symbolism in decorative art forms
- 2) Shamanistic motifs in ancient China
- 3) Taoist motifs
- 4) Buddhist motifs
- 5) Confucius motifs and imperial codes for dress decorations
- 6) Words as Images: Chinese writing in visual art
- 7) Images as Words: homophones in Chinese art
- 8) Traditional motifs used in textile surface patterns
- 9) Modern textile design motifs with Western influence
- 10) Politics in textile design

6. From Chinese Cultural Symbols to Post-modernist Fashion Identity

Course Code: DES2004

Pre-requisites: from fashion, visual communication and other relevant majors.

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: This course is to supply students a systematic study of fashion design, and to clarify the general characteristics of fashion and primary components of design within the context of China. A practical database, inclusive of design related texts and graphics will be learned in the course. A series of the symbolic constituents of design, and some essential ingredients, which indentify the primary components of post-modernist fashion, will be shown to students. It will help students to understand that the practice of design, which connected system of symbol and culture of designers, developed the phenomena of fashion. The knowledge being derived from this course gives a theoretical instruction to the classification of cultural symbols and design of post-modernist fashion.

7. Fashion & Textile in China

Course Code: DES2005

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: The course is to offer students an overview of fashion and textile design and market in China, from costume history to fashion and textile design and production, as well as present markets in China. Some case studies featuring contemporary China fashion and textile designers and studios will be introduced. Some traditional and modern dyeing and printing approaches will be introduced as well as some design exercises will help students to discover new design possibilities and creation. This course will include lectures, practical workshops, personal researches, experimentation, peer to peer presentations and various visits, lead students to become creative and pragmatic, curious and analytical, imaginative and excellent. Some major parts of the course are as follows:

- **Chinese Costume:** To learn the story of dress in China - which also can be described as a story of wrapped garments in silk, hemp, or cotton, and of superb technical skills in weaving, dyeing, embroidery, and other textile arts as applied to clothing.
- **China Fashion Market:** To meet the protagonists of the local fashion and retail industry by visiting the showrooms of Chinese brands and understand the design and production realities of the Shanghai fashion industry.
- **China Textile Market:** To learn and to visit textile market in Shanghai as well as other cities to understand the diverse of textiles.
- **Textile Printing:** To learn different textile printing techniques in market.
- **Textile Dyeing:** To learn diverse textile dyeing approaches for design application.
- **Fashion/textile Design Technology:** It combines the design with the latest technological changes and an international perspective to meet the current fashion industry requirements.
- **Sustainable Design in Fashion and Textile:** The growing trend towards sustainable designed fashion could help to create a greener planet and a whole new job market, one where having an education in sustainable design may give students a considerable edge in the industry..

8. Fashion Branding

Course Code: 050861

Pre-requisites: must be those who are majored in fashion design

Exchange Student Number: Maximum 5 students

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: In this course, students will be give knowledge and methods of fashion branding. The course is designed to engender skills which can enable students to do brand positioning, seasonal plan and collection design for a brand.

1. About fashion branding
2. Branding positioning
3. Brand Image
4. Seasonal design plan for a fashion brand
5. Seasonal collection design for a fashion brand
6. Seasonal Campaign for a fashion brand

On completion of this course, the students will be able to:

1. Have good understanding of a fashion brand
2. Have the ability to do seasonal plan for a brand
3. Seasonal collection design for a fashion brand

9. Industry Space Innovation Design

Course Code: 050551

Pre-requisites: must be those who are majored in interior design

Exchange Student Number: Maximum 5 students

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: This course provides students an opportunity to innovate a practical Industry space. Based on the analysis of the function and space form of the space, the students should choose practical site and make a research about environmental context, propose hypothetical function space plan.

1. Brief introduction.
2. General orientation.
3. The replacement of original function.
4. Protecting, utilizing and innovating.
5. The façade innovation
6. Specialty of industry space innovation design.
7. Practical design cases appreciation.
8. Design progress.

On completion of this course, the students will be able to:

1. Demonstrate an understanding about the specialty of industry space innovation.
2. Investigate the site environment, background and user requires in order to determine personal design direction. demonstrate the exploration of range of approaches to design research.
3. Demonstrate the ability to initiate or respond to the projects brief, and to explore concepts through a structured, transparent and increasingly personal methodology.
4. Select and apply appropriate material and conceptual development through a transparent iterative process.
5. Evaluate a body of research work and select suitable project solution through structured and transparent methodologies.

10. Fashion Supply Chain Management

Course Code: BUS2004

Pre-requisites: None. All majors are welcome. As a remark, this class focuses on supply chain management with the concepts and features of fashion. Students with no knowledge of fashion are welcomed as this course is just use fashion as an example to identify how does supply chain work.

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: Globalization has made the assets and cultures of countries, perhaps once thought of as obscure or remote, accessible to all. This course will focus on fashion supply chain. It will detail and focus on the multiple and various merchandising practices used around the world. There has been significant and compelling changes in worldwide merchandising approaches due to globalization and technology, some of those changes happened quickly and others are still in transition due to multiple factors in fashion supply chain. Students will research and explore differences strategies in fashion supply chain (including retail, wholesale, manufacture). For any student with aspirations to work in the global marketplace, this course will expand the necessary knowledge base for success and a respectful comprehensive understanding regarding business. Upon successful completion of this course, students will be able to:

1. Research and understand supply chain management from product development, marketing, planning, delivery schedules, classification structure, seasonality of merchandise, age of inventory, use of technology, currency issues and industry/professional organizations.
2. Utilize and demonstrate critical thinking skills that allow comparing and evaluating supply chain processes in fashion apparel companies.
3. Evaluate, articulate and compare financial metrics and processes used by fashion companies around the world in order to quantify and benchmark revenue and margin.
4. Recognize and analyze the evolving importance of social consciousness in the world with specific focus on proactive involvement regarding environmental and philanthropic issues relevant in fashion supply chain.
5. Analyze and comprehend the significant role and multiple effects religion and culture have on fashion apparel supply chain in China.
6. Develop the ability in managing a supply chain in the fashion industry.

11. Strategic Management in Eastern Countries

Course Code: BUS2005

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: this course will help students develop an understanding of how firms build and sustain competitive advantages to create returns in the modern economic environment, including understand the practice of key business and corporate strategies, evaluate competition strategy with various methods, and

display an awareness of the implications of the business/society relationship for the strategic manager. The teaching method will be three parts: lectures, case discussions and presentations.

12. International Finance: Principle and Simulation

Course Code: BUS2006

Pre-requisites: Economic Principle; Basic Accounting

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: In an increasingly competitive market, CEOs and CFOs are looking for ways to minimize cost, maximize competitive advantage and to be effective global financial managers. The course shows what the balance of payment and it relate to the exchange rate and overall economic transactions, analyzes the effects of exchange-rate changes ,and focuses attention on the importance of managing exchange rate risk . This involves forecasting exchange rates and taking measures to protect against potential unfavorable development. Questions about RMB or other currencies will be considered as cases . Specially, we provide accounts for students to invest in FX. On successful completion of this course students should be able to:

- Basically understand the theory, institutions and environment of international finance, investment and management.
- Know the conception of foreign exchange, foreign exchange market and foreign exchange exposure.
- Know how to join the foreign exchange trading in real world by simulation.
- Apply international finance concepts, theories and techniques into new situations.

The class activity will be a combination of the following: lecturing, discussion in class, group presentation on the related topics, and practice in FX operation.

Grading policy:

- Class Attendance and Topic Discuss in class: 10%
- Group Presentation: 20%
- INVESTMENT SIMULATION (Foreign Exchange) 20%
- Final exam:50%

13. Business Practice in China: Intercultural Business Communication

Course Code: BUS2007

Pre-requisites: None

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: Some Western business people are moving into China without any clear knowledge of the many pitfalls they will encounter: the weak rule of law, forceful governmental intervention, a scarcity of managerial talent, the likelihood of counterfeiting, the fast-paced business environment and surprisingly

aggressive local competitors. This course, with many case studies, is designed to illustrate and examine these key managerial challenges in the most important emerging market in the world.

The major points covered in this course are as follows:

- ☒ Leadership in China
- ☒ Human resources in China
- ☒ Joint ventures
- ☒ Dealing with headquarters
- ☒ Counterfeiters in China
- ☒ Chinese consumers
- ☒ Government relationship
- ☒ Expatriates in China
- ☒ Foreign entrepreneurs

The course evaluation is based on a mid-term presentation and final report.

14. International Marketing

Course Code: BUS2009

Prerequisites: none

DHU credit: 2

Campus: Yan'an Road Campus

Course Description: The marketing activities of the modern enterprise have become increasingly internationalized. Managing marketing relationships internationally sets high requirements on the marketing division of an enterprise. In a culturally diversified environment, individuals will have to master culturally related skills. Marketing across national borders assumes that the enterprise can consider differences that are embedded in fundamental aspects of the societies in which the enterprise is conducting business. Students will learn to distinguish between cross-cultural and inter-cultural aspects of international marketing. The course takes a global approach to international business and sees the European Union as a part of global context. Companies established in the single European market are studied with respect to their European business activities and in view of their ability to utilize the European market as a basis for expanding business activities in the global market. The course is not restricted to European business, but sees the European Union as an example of arena within which national differences are manifested and managed in the practice of business.

1. Introduction
2. International Business Dynamics
3. The Cultural Dynamics & International Marketing
4. International Business Customs
5. The Political & Legal Framework
6. The Emerging Markets & Multi Nationalism
7. Global Marketing Management

8. Development & Promotion of Products
9. Exporting & Logistics
10. Pricing & International Markets
11. International Marketing Research

15. International Trade

Course Code: BUS3001

Pre-requisites: Introduction to Business, Macroeconomics, Microeconomics

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: this course is intended to give students a broad and systematic overview of both the theory and practice of major issues in international trade. It also familiarizes students with theoretical and practical international trade policies and helps them to understand the history of international trade and the importance of international trade for modern world economies. Through the specially designed team assignment students will be able to learn about sourcing, the process of negotiations with suppliers, international transportation, international payment, documents and legal issues in international trade and international regulations for import/export contracts.

16. Management Information System

Course Code: BUS3002

Pre-requisites: none

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: this course introduces various information technologies and information systems. Students learn how different information systems are used to solve problems and make better business decisions and apply these concepts to analyze business cases, such as B2C, O2O cases in Chinese Companies. Teaching method will include ERP in Lab, Case Analysis, and the final mark will be based on final exam and course report.

17. E-commerce in China

Course Code: BUS3004

Pre-requisites:

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: In this course, we will focus on concepts that will help the students understand and take advantage of the evolving world of opportunity offered by e-commerce, which is dramatically altering the way business is conducted and driving major shifts in the global economy. In addition to explaining the history of the Internet and World Wide Web as backbones for e-commerce, we will discuss business models online companies use to monetize on their operations, and will use, as case studies, a number of companies that the students are likely to encounter on a daily basis in an everyday life, such as Facebook, Google, Twitter, Amazon, YouTube, Pinterest, eBay, as well as Chinese giants such as Alibaba and Tencent, and their daughter companies. We will also have up-to-date coverage of the key topics in e-commerce today, from privacy and piracy, to government surveillance, cyberwar, social, local, and mobile marketing, Internet sales taxes, intellectual property, and more.

18. Logistics in China

Course Code: BUS4001

Pre-requisites: None

DHU Credit: 4

Campus: Yan'an Road Campus

Course Description: This course is designed to create awareness of the strategic importance of logistics and Supply Chain Management. With respect to how business success is achieved, by creating value throughout domestic and global supply chains. Focus will be on the situation in China.

- To provide an in-depth appreciation and understanding of the unique concept of Supply Chain Management and the role of Logistics in this Supply Chain in China.
- To develop an ability to analyze critically Logistics Management issues.
- To apply Logistics Management theories in practice in China.

Lecture	Learning Objective
Introduction	<ul style="list-style-type: none"> • The clear understanding of both Supply Chain Management and logistics.
Logistics in China	<ul style="list-style-type: none"> • The Logistical value proposition. • The work of Logistics • Logistical integration objectives
Logistics in China	<ul style="list-style-type: none"> • Supply chain synchronization.
Procurement & Manufacturing in China	<ul style="list-style-type: none"> • Procurement perspectives. • Procurement strategies. • E commerce and procurement
Procurement & Manufacturing In China.	<ul style="list-style-type: none"> • Manufacturing perspectives • Manufacturing strategies. • Lean and Six Sigma • Logistical interfaces
Information Technology	<ul style="list-style-type: none"> • Supply Chain Information Systems • ERP Data Warehouse • Enterprise planning and monitoring
Information Technology	<ul style="list-style-type: none"> • Supply Chain compliance • Communication technology • Software as a service.
Free subject	<ul style="list-style-type: none"> • Ports in China • Port management in China • Import Export procedures in China • How to control quality in China?

	<ul style="list-style-type: none"> • Ships • Sustainability in Logistics/ Ports
Transportation Infrastructure in China	<ul style="list-style-type: none"> • Modes of transportation • Transport principles. • Transport participants • Transportation regulations
Transportation Operations in China	<ul style="list-style-type: none"> • Transport Economics and Pricing • Documentation • Logistical integration
Warehousing in China	<ul style="list-style-type: none"> • Strategic Warehousing • Warehouse operations • Warehouse Management Systems • Warehouse ownership arrangements • Layout of warehouse
Global Supply Chains	<ul style="list-style-type: none"> • Global economies • Global Supply Chain integration • Global sourcing
	<ul style="list-style-type: none"> • Summaries and Assignment evaluations • Final Exam

Evaluation will be based on Individual assignments(10%), Final exam(80%), and attendance and participation(10%)

19. Nonwoven Technology

Course Code: ENG3002

Pre-requisites: None

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: Nonwoven sare defined as fabric-like materials made from long fibers, bonded together by chemical, mechanical, heat or solvent treatment. This course introduces the concept, processing technology, properties and application of nonwovens. Some nonwoven related experiments, including web formation, web bonding and spinning of ultrafine fibers will also be included. Below are the 8 chapters of the course.

1. Preface: Introduction, concept and application of nonwovens;
2. Raw materials: fibers properties;
3. Web formation: carding principle, process and equipment;
4. Mechanical bonding: needle punch;
5. Mechanical bonding: spunlace;
6. Thermal bonding: calendaring, hot air and ultrasonic bonding;
7. Spunbonded and meltblown: polymer properties, principle and process;
8. Nonwoven products, testing methods and latest technologies.

20. Case Studies on Chinese local Textile & Clothing Enterprise's Innovative Growth

Course Code: ENG3003

Pre-requisites: None

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: The purpose of this course is to introduce the successful brand enterprises in T&C industry in China, mainly the clothing enterprises, the home textile enterprises, typical chemical fiber enterprises, technical textile enterprises, and etc. The goal is to familiarize foreign students with Chinese local fiber, textile and clothing enterprise's innovation activities from the different view of points, such as technical innovation, product innovation, business model innovation, brand innovation and internationalized development.

21. Textile Chemistry

Course Code: ENG3005

Pre-requisites: None

DHU Credit: 3

Campus: Songjiang Campus

Course Description: this course aims to provide students opportunities to obtain a fundamental understanding of the textile chemistry such as dyestuff, auxiliary, dyeing printing and finishing theory and technology. After this course, students should be able to

- ✓ have basic knowledge of textile chemicals
- ✓ understand the basic theory of dyeing and finishing of textiles
- ✓ Understanding Eco textile chemicals and their development

The special features of this course:

- ✓ This course will cover three overlapping areas: dyeing and finishing chemistry, fiber and polymer chemistry, and a newer area that intersects with materials science and involves the blending of different textile materials..
- ✓ This course will enable students to understand the dyestuff, auxiliary, dyeing printing and finishing theory and technology.
- ✓ In this course, students will be required to apply the principles of surface chemistry to processes, such as dyeing and finishing.

The teaching method will combine lectures and one or two visits to textile companies. The assessment and final mark based on the final exam, project paper, presentation, attendance and class performance.

22. Woven Fabric Analysis and Design

Course Code: ENG3011

Pre-requisites:

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: This course will introduce students to the fundamental knowledge of woven fabric structure, which is vital for textile design and engineering. It covers the basic principle of woven fabric formation on the loom, fundamental weaves, combined weaves, effects of color and weaves and their applications. It also includes a number of practical sessions for fabric analysis and design. After this course, students should be able to:

- Identify most woven fabric structures and features;
- Produce feasible loom program for each woven structure to be constructed;
- Analyze most woven fabrics to identify their yarn type, weave, warp count, weft count etc.;
- Understand the procedure of woven fabric design;
- Be equipped with primary ability of textile design.

Lectures contains:

1. Principle of woven fabric formation
2. Woven design fundamentals
3. Plain weaves
4. Twill and Satin/Sateen weaves
5. Honey come weaves
6. Mock leno weaves
7. Crepe weaves
8. Basic aspects of color and weave effects

Practical Session:

1. Woven fabric formation on the loom.
2. Fabric Analysis

The teaching method will combine lectures and practical sessions. Grades for this course are determined by homework (20%), practical work (20%) and one final exam (60%).