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 ***2 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. This course is designed for learners at the **beginner level** of Chinese language acquisition.

2. Chinese Language 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. This course provides a comprehensive range of learning programs, spanning **from beginner-level courses to advanced-level** ones.

3. Fashion Consumer Behavior

Course Code：060643

DHU Credit：3

Course Description: The objective of this course is to introduce the latest development in consumer behavior research. The topics of this course include demand, motivation, value and purchase behavior of fashion consumers. This course will also introduce research methods for consumer behavior and discuss the application of consumer behavior theories in marketing and product strategies. Students will gain necessary skills in analyzing consumers in the context of marketing and design practice.

4. China Going Global

Course Code: CEP001

DHU Credit：2

Course Information: This course examines the intricate processes of cultural dissemination and interaction between China and the world. We will analyze contemporary efforts in Chinese "culture going global" through

literature, film, and digital media, exploring themes of soft power, representation, and global consumerism. Key topics include studying the flow of global cultural imports into China (Sinicization) and the challenges of accurately translating Chinese narratives (web novels, video games, cinema) for international audiences. The aim is to provide students with a critical understanding of modern intercultural communication dynamics. The exam will be oral report/presentation.

5. Integrated Marketing Communications

Course Code: 060187

DHU Credit：2

Course Information: This course examines the practice of marketing communications for products and services. Communications discussed included the full range of messages and contacts between brands and their audiences. Communications management is examined from setting objectives, choosing the target audience, crafting the communications plan, developing creative ideas to engage the audience, and measuring the business impact or ROI of the programs.

6. Analysis of Administration Cases

Course Code: 021631

DHU Credit：2

Course Information: This is an interdisciplinary course integrating management, bilingual education, and practical application. It focuses on ten core theoretical modules of administration management, including organization, decision-making, implementation, and supervision. Based on bilingual teaching materials, this course incorporates cutting-edge administrative cases from both domestic and international contexts. Through diverse formats such as case discussions, virtual simulation scenarios, and group collaboration, the course guides students to deeply integrate administration management theories with practical applications. The course emphasizes cultivating three abilities. First, the ability to systematically sort out and integrate theoretical knowledge of administration management case analysis. Able to acquire the main theories and knowledge of systematic and popular administrative management case analysis, and improve the cognitive ability of abstract problems. Second, the ability to discover, propose, analyze and solve problems. Faced with realistic administrative management problems, learn to discover problems, analyze problems, and propose relevant countermeasures. The integration of virtual simulation scenarios further enables the practical characteristics of case-based teaching to be fully reflected in the teaching process. Third, the ability of team communication and collaboration skills are developed through group assignments, situational simulations, and case analyses. Students will cultivate the spirit and ability of teamwork and communication, and learn to cooperate in competition and compete in cooperation, thereby establishing correct collectivist values. Simultaneously, this approach enhances professional English proficiency. The course combines academic depth, practical value, and cross-cultural perspectives.

7. Shanghai Culture and Fashion Etiquette

Course Code: CEP005

DHU Credit：2

Course Information: This is a comprehensive cutting-edge course in the humanities and social sciences. It closely aligns with the "Study in China" brand strategy and is targeted at overseas teenagers, international students in China, and other groups. Centered on the "inclusive and enlightened" Shanghai culture, it integrates the cultural heritage of Jiangnan and the characteristics of Western modern civilization. The course combines theory with practice and covers eight core modules, including general knowledge of Shanghai culture, art forms in Shanghai, and practical aspects such as cultural practices in daily life, innovation in intangible cultural heritage, and practical training in fashion etiquette. Relying on the strengths of Donghua University in textile science and engineering and design, students will gain an in-depth understanding of cultural symbols such as Shikumen architecture and Shanghai-style cheongsam, and master the dress code for different occasions, dining etiquette, and cross-cultural communication skills. The teaching adopts diverse forms such as classroom lectures, case studies, and field trips (City-walk visits to the Bund, Wukang Building, etc.), along with formative assessment and personalized guidance, emphasizing the all-round cultivation of knowledge acquisition, ability enhancement, and cultural identity. The course aims to enable students to appreciate the charm of Shanghai, enhance their cross-cultural communication skills and aesthetic literacy, and become cultural communicators with both cultural confidence and an international perspective through cultural cognition, innovative transformation, and scene application.

8. Mechanical Design

Course Code：CEP006

DHU Credit：3

Pre-requisite Courses: Mechanical Materials, Mechanical Principles, Theoretical Mechanics

Course Description: The course focuses on the basic principles, methods and skills of mechanical design, combining theoretical knowledge with engineering practice to help students establish a systematic design concept and master the core technologies of mechanical component design. The main content of the course covers the following aspects:

Firstly, the basic concepts and design principles of mechanical design, including the design criteria, working conditions, and general design process of mechanical products. Students will learn how to determine design requirements, conduct scheme demonstration, and optimize design schemes based on engineering needs.

Secondly, the design of common mechanical components, which is the key part of the course. It mainly includes the design of shafts, gears, bearings, bolts and nuts, keys, couplings, springs and other typical components. For each type of component, students will study its working principle, structural characteristics, failure modes, design calculation methods, material selection, and structural optimization, so as to master the ability to design and select appropriate components according to actual working conditions.

Thirdly, the overall design of simple mechanical systems. On the basis of mastering the design of single

components, students will learn to integrate various components into a complete mechanical system, considering the coordination and matching between components, as well as the reliability, economy and maintainability of the system.

In addition, the course also involves the application of modern design methods, such as computer-aided design (CAD) tools, to help students improve design efficiency and accuracy. At the same time, through case analysis, design exercises and course design, students are guided to apply theoretical knowledge to solve practical engineering problems, cultivating their innovative thinking and engineering practice ability.

The teaching goal of this course is to enable students to master the basic theories and methods of mechanical design, have the ability to design common mechanical components and simple mechanical systems, and lay a solid foundation for their future work in mechanical design, manufacturing, research and development and other related fields. After completing this course, students will not only have a systematic understanding of mechanical design, but also develop a rigorous engineering thinking and a pragmatic work attitude.

9. Dielectric Physics

Course Code: CEP007

DHU Credit：2

Pre-requisite Courses: Solid State Physics, Crystallography, or Fundamentals of Materials Science

Course Information: Dielectric Physics is an undergraduate course that introduces the fundamental physical principles, key properties, and practical applications of dielectric materials. The course focuses on the polarization behavior of dielectrics under external electric fields and explains the relationships among microscopic structure, dielectric response, and macroscopic performance. Main topics include dielectric polarization mechanisms, permittivity, dielectric loss, electrical conductivity, breakdown behavior, ferroelectricity, piezoelectricity, and the influence of defects, interfaces, frequency, and temperature on dielectric properties. The course also covers representative dielectric materials such as ceramics, polymers, and composite systems, together with their applications in capacitors, sensors, actuators, energy storage devices, and electronic packaging.

Through this course, students will develop a systematic understanding of dielectric physics and gain the ability to analyze dielectric phenomena from both theoretical and materials perspectives. The course aims to strengthen students' foundations in materials physics and electronic materials, cultivate their scientific thinking and problem-solving skills, and prepare them for further study and research in functional materials, microelectronics, and related fields.

10. Fundamentals of Interfacial Science

Course Code: CEP008

DHU Credit：2

Course Information: This course introduces the fundamental principles of interfaces and surfaces from a

physical chemistry perspective. It is designed for undergraduate international students with a basic background in chemistry and physics. Key topics include surface and interfacial tension, wetting, contact angles, capillarity, and intermolecular science. Students will learn about intermolecular forces such as van der Waals interactions, electrostatic forces, and hydrogen bonding, and how these govern the behavior of interfaces. Emphasis is placed on linking molecular-level interactions with observable phenomena in systems such as droplets, bubbles, and emulsions. Examples from materials science, chemical engineering, and biological systems are used to illustrate practical relevance. By the end of the course, students will be able to understand and analyze common interfacial phenomena in both natural and applied contexts.

11. Advanced Fiber Materials

Course Code: CEP009

DHU Credit：2

Course Information: This undergraduate course is taught fully in English, focusing on advanced fiber materials—an interdisciplinary field connecting materials science, chemistry, physics and engineering. It systematically covers basic concepts, structural characteristics, preparation principles, processing techniques and typical applications of high-performance, functional and smart fibrous materials and textiles. The course integrates frontier research advances, industrial innovations and future development trends, guiding students to understand material design concepts and master core scientific thinking in fiber research.

12. Translation of Traditional Chinese Attire

Course Code: CEP010

DHU Credit：2

Course Information: This course explores the translation of traditional Chinese attire across major dynasties—from the Pre-Qin and Zhou to Wei, Jin, Tang, Song, Yuan, Ming, and Qing. Focusing on classic works such as the Book of Songs, Analects of Confucius, Tang and Song poems, Journey to the West, All Men Are Brothers, and Dream of the Red Chamber, students will examine how attire-related terms have been rendered into English by renowned sinologists. The course goes beyond vocabulary to investigate the cultural meanings embedded in robes, headwear, belts, and ceremonial dress. Through comparative analysis of translations and discussion of cross-cultural communication strategies, students will learn how to convey the richness of Chinese clothing heritage to global audiences. By the end, participants will be equipped to produce accurate, culturally sensitive translations that bridge historical Chinese fashion and contemporary international understanding.

13. Traditional & Advanced Ceramics: Art, Craft and Engineering

Course Code: CEP011

DHU Credit：2

Course Information: This full-English small-group course integrates ceramic culture, hands-on crafts and engineering knowledge. Students will learn global traditional ceramic art history, appreciate classic works, and practice core skills including clay preparing, shaping, glazing and firing. The course also covers advanced

ceramic material systems, key properties, modern manufacturing processes, and applications in electronics, biomedicine and aerospace. Combining art experience, practical creation and professional theories, it helps students improve aesthetic ability, hands-on skills and academic English, and distinguish traditional ceramics from advanced ceramics.

14. Chinese Calligraphy and Painting

Course Code: 310131

DHU Credit：2

Course Information: This course mainly focuses on learning the basic knowledge of Chinese calligraphy and painting. Through practical practice, students will gradually master the basic techniques of Chinese calligraphy and painting from simple to complex.

15. Human Geography of China

Course Code: 310141

DHU Credit：2

Course Information: This course introduces the geographical environment and various cultural landscapes of various provinces and regions in China from a regional perspective, which can provide foreign students with a general understanding of China's cultural geography.

16. Chinese Business Culture

Course Code: 310531

DHU Credit：2

Course Information: This is an elective course in the field of economics and trade. The course summarizes the basic knowledge and skills of business negotiation, elaborates on various negotiation strategies and skills and the operation and countermeasures in specific business negotiations. Based on this, it focuses on analyzing 11 representative and exciting cases.