



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.

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.

3. 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.

4. Cross Cultural Communication

Course Code: BUS350

DHU Credit: 2

Course Description: This course develops students' understanding of the hidden aspects of culture that affect our everyday business. Flexible intercultural business communication is necessary to be successful in professional life. Using practical applications of analyzing, conceptual tools, and everyday examples, students will learn to be aware on how to apply adjustments to their professional communications to improve their chances for success.

5. Management Essentials

Course Code: MGT100

DHU Credit: 2

Course Information: The aim of the course is to provide students with an overview of the basic knowledge and skills needed to effectively and efficiently manage others in a modern business setting. This course begins with a discussion of management generally and historically, and then covers the traditional functions of management: planning, organizing, leading and controlling. Lectures and class discussions, in addition to homework assignments, are intended to help students to understand the needs of modern private and public organizations.

6. Microeconomics

Course Code: BUS150

DHU Credit: 3

Course Description: This module introduces economics as a social science covering; scarcity, resource allocation and opportunity cost; an introductory analysis of consumer behavior; the economics of firms and markets; production and costs; the classification and analysis of markets; efficiency concepts and market failure; the gains from international trade and the impact of trade restrictions; economic growth and structural change. It gives an overview of the basics of economic theory and the specifics of microeconomic decision making. It also examines consumer choice and need, product markets, monopolistic competition and oligopoly, the labor market, capital and financial markets.

7. Principles of Accounting

Course Code: FIN200

DHU Credit: 3

Course Description: Introduces accounting with emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet and the statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial account statements.

8. Research Methodology

Course Code: CIP400

DHU Credit: 3

Course Description: This course introduces the Methods and Techniques of Research and is intended to enable students to make informed decisions about research strategy, design and methodology. It will enable students to write a research proposal; planning, outlining and presenting their own research and findings for their final thesis. The course will cover the techniques needed to critically appraise published research and how to conduct a piece of original research. Topics will include the scientific method (including determining the research question or thesis statement), literature search techniques, research design,

sampling, the organization of a research project, research ethics, conducting a case study, designing a questionnaire, interview techniques, measurement techniques, the analysis of qualitative and quantitative data, the presentation of results, dissemination and the identification of any secondary questions instrumental in defining future research projects.

9. Customer Relationship Management

Course Code: MKT400

DHU Credit: 3

Course Description: This course concentrates on the importance of the customer for organizational stability and growth. The course is designed to introduce and discuss the customer as key element for organizational strategic decisions-making. The course will enable students to engage with the many entailed issues leading to selection, retention and expansion of customers and markets. Throughout the semester, this course will cover major topics including the history of CRM, general knowledge, key concepts and terminologies, CRM across industries, CRM existing systems and consequences of CRM for the organization.

10. E-commerce

Course Code: BUS352

DHU Credit: 3

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.

11. 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.

12. Essentials of Business Law

Course Code: BUS251

DHU Credit: 3

Course Description: This course introduces students to the basic elements of business law, including contracts, torts, agency, company law, employment law and secured transactions. It serves as a foundation for a further exploration of legal issues relating to the international economic environment with respect to both civil law and common law countries. Legal principles are introduced through case law analysis as well as through discussions of modern developments in the law. Students will learn to analyze fact patterns in order to better understand the legal ramifications of business issues in the contemporary world.

13. Human Resource Management

Course Code: MGT300

DHU Credit: 3

Course Description: This course is intended to introduce students with fundamentals of managing human resources today. They will learn about the history and evolution of HRM practices that lead to modern practices in staffing and talent management, recruiting and selecting the new employees, their continuous training and development, performance and talent management, as well as compensations. Apart from the core HRM processes, stress will also be placed on managing equal opportunity and sustaining diversity in employee pool, caring about ethical issues, employee rights and fair treatment at work. Unions as labor organizations and working and resolving issues with them will also be discussed. Another important aspect of HRM that will be thoroughly discussed is improving employee safety, their health at work place, and physical security.

14. International Business

Course Code: BUS300

DHU Credit: 3

Course Description: The course is created with an aim to synthesize knowledge gained from a variety of fields, such as economics, marketing, management, organization theory and behavior, human resource management, logistics & supply chain management, finance, business law, quality management, strategic management, and others.

From a perspective of the ongoing globalization, a trend of connection of countries and regions throughout the world, the students will learn what doing business cross-culturally entails. They will learn to understand social, cultural, and religious differences among different nations, as well as what kind of implications they have on business in various markets. Politics and culture as social aspects will be discussed in detail, as well as different legal systems employed in different countries. Roles of governments in trade, small and large business affairs, their methods of promoting and restricting trade, and the structure of the global trading system will also be described. The trends of regional economic integrations will be examined in detail, as well as international

financial markets and the international monetary system.

15. International Finance

Course Code: FIN310

DHU Credit: 3

Course Description: The course content also focuses on the foreign exchange market and balance of payments in international trade. Macro policies in open economies, such as flexible exchange rates and the nature of world money, are examined. Theories and policies of foreign direct investment are considered. The course explores various techniques managers used by managers to hedge against exchange risk. It is hoped that this course will increase students' interest in international finance as an academic subject that can be applied to real life's decisions.

16. International Marketing and 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.

17. International Trade

Course Code: ITD250

DHU Credit: 3

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.

18. Logistics and Supply Chain Management

Course Code: MGT301

DHU Credit: 3

Course Description: The course provides an overview of all business activities related to logistics and supply chain operations. The Supply Chain Management course is designed to create awareness of the strategic importance of Logistics and Supply Chain Management. The course shows how business success is achieved by creating value throughout domestic and international supply chains. Focus will be on the situation in China. The aim of this course is to introduce students to the important concepts relevant in supply chain management.

19. Management Information System

Course Code: MIS350

DHU Credit: 3

Course Description: Many traditional business processes have been transformed by the digital economy. This course introduces students to information technologies that are used to create and enhance both competitive positioning and effective management practices in business and commerce. This course also covers the relationship among various information technologies, business processes and organization performance.

20. Operations Management

Course Code: MGT400

DHU Credit: 3

Course Description: This course provides students with concepts, techniques and tools to design, analyze and improve operational capabilities of an organization. The course covers a broad range of application domains and industries such as electronics, online services, sustainability, insurance, health care, retail, fashion, automotive, manufacturing, and more. The topics covered include: process analysis and innovation, capacity analysis, inventory management, postponement, production control, supply chain design, coordination, and sustainability, operational risk, quality management, revenue management and pricing.

21. Quality Management

Course Code: MGT310

DHU Credit: 3

Course Description: This course is intended to provide the students with solid understanding of quality management as one of the main functions within an organization. Throughout the course, students will learn about the history of quality management, from scientific engineering and its early concepts in 1800s, to scientific management as seen by Taylor, down to Deming's total quality management. They will learn about the very nature of quality management and place and role of quality system within the organization as dictated by the demands of the modern market, through quality management principles in the systems as whole, processes, and products and services as end goals. Concepts of quality planning, quality control, quality improvement, and quality assurance will be covered in detail.

22. Service Marketing and 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.

23. Strategy Management

Course Code: MGT250

DHU Credit: 3

Course Description: This course is an introduction to the field of Strategic Management. It covers the key concepts and theories in the field and how they can be applied to real business situations. All topics are illustrated with case studies about real companies in various different industries. Both lectures and classes will be organized around business cases; in the classes, students are expected to make presentations and to participate actively in the discussions.

24. Comprehensive Chinese (3)

Course Code: 310191

Language Requirement: HSK4-210

DHU Credit: 6

Course Description: The comprehensive Chinese (3) is prepare for undergraduate students majoring in Chinese language in the first semester of their second year. It focuses on reading and writing, while also include listening and speaking. The content is closely related to the lives of international students studying in China, and involves multiple disciplines and majors, with appropriate practice; The supplementary text also covers multiple majors and is used to adjust the difficulty of teaching. It can be used as both a reading comprehension exercise and an interesting material to expand professional vocabulary.

25. Comprehensive Chinese (4)

Course Code: 310201

Language Requirement: HSK5 -180

DHU Credit: 6

Course Description: Comprehensive Chinese (4) is for beginner and intermediate Chinese language for international students studying in China, with a focus on reading and writing, as well as listening and speaking. The content is closely related to the lives of students and involves professional content such as economics, management, environment, medicine, law, etc. This course combines knowledge and application through exercises such as vocabulary learning, word meaning analysis, and phrase construction, but focuses on training students' ability to learn independently. In addition to the main text and language annotations, the textbook for this course also includes supplementary texts with appropriate exercises.

26. Chinese Writing (1)

Course Code: 310301

Language Requirement: HSK5-180

DHU Credit: 2

Course Description: Chinese Writing (1) is a course that trains international students to gradually master and comprehensively apply Chinese characters, vocabulary, grammar, writing formats, punctuation marks, etc. through continuous practice. The teaching purpose is to cultivate students' ability to use Chinese for written expression, continuously correct errors, eliminate interference from their mother tongue, and gradually improve their written expression in Chinese.

27. Chinese Writing (2)

Course Code: 310311

Language Requirement: HSK5-210

DHU Credit: 2

Course Description: The writing course for international students is a course that involves gradually mastering and comprehensively applying Chinese characters, vocabulary, grammar, writing formats, punctuation marks, and more through continuous practice. The teaching purpose is to cultivate students to use Chinese for written expression, continuously correct errors, eliminate interference from their mother tongue, and gradually improve their Chinese written expression ability.

28. Audio-Visual Chinese Course (1)

Course Code: 310331

Language Requirement: HSK5 -180

DHU Credit: 4

Course Description: The audio-visual course (1) focuses on improving the listening comprehension and oral expression abilities of foreigners in Chinese. For foreign students, the excellent Chinese films selected in the "Understanding and Expression - Chinese Audiovisual and Oral Tutorial" provide them with a real language environment. They can use images and sounds to intuitively, truthfully, and concretely understand film and television materials, which is conducive to developing their Chinese thinking and learning Chinese habitual expressions in certain contexts. These Chinese films showcase various aspects of Chinese culture and provide rich materials for foreign students to deeply understand the characteristics of Chinese culture, as well as the thinking patterns and values of the Chinese people.

29. Advanced Spoken Chinese

Course Code: 310461

Language Requirement: HSK5-210

DHU Credit: 4

Course Description: This course is an advanced oral expression skills training course. Each lesson is divided into two parts: narrative speaking and conversational speaking. Through learning, students can internalize new knowledge points into their oral expression abilities, while mastering different ways of expressing the same function in various situations, and cultivating their ability to express themselves in segments.

30. Chinese for Economy and Trade (2)

Course Code: 310481

Language Requirement: HSK5-210

DHU Credit: 4

Course Description: The course closely reflects the changes in various fields of contemporary Chinese socio-economic life. While learning the Chinese language, students not only have the opportunity to understand new phenomena in contemporary Chinese economic life, but also can understand the changes reflected in various aspects of Chinese society, including changes in people's values and attitudes, and truly feel the pace of China's progress.

31. Contemporary Issues

Course Code: 310642

Language Requirement: HSK6-180

DHU Credit: 4

Course Description: This course focuses on reading, listening, and speaking as the main practice methods, further improving the ability of senior international students to read actual language materials, and emphasizing the cultivation of their ability to express themselves in paragraphs and logical thinking.

32. Chinese for Economy and Trade (1)

Course Code: 310661

Language Requirement: HSK5-180

DHU Credit: 4

Course Description: This course is a compulsory course for undergraduate students majoring in Chinese as a Foreign Language in the field of economics and trade. With the rapid growth of the Chinese economy, more and more international students are learning Chinese in economics and trade. This course is based on economic and trade knowledge, with language learning as the latitude. It integrates language knowledge and the study of economic and trade knowledge, explaining the basic knowledge of economic and trade vocabulary and economic management. Through learning and discussion, international students can master more commonly used basic economic and trade terms, understand basic economic and trade knowledge, and understand various hot topics in contemporary Chinese economic life. This will provide students with a relatively broad platform for economic and trade language and knowledge.

33. Intermediate Spoken Chinese

Course Code: 310861

Language Requirement: HSK4-210

DHU Credit: 4

Course Description: Intermediate Chinese Speaking is a compulsory course for basic Chinese language, focusing on training students' Chinese language skills in oral expression. The content of the textbook covers a wide range, is interesting and practical, and the teaching methods are diverse and flexible, emphasizing the application of what is learned. While mastering language knowledge and skills such as vocabulary, language points, and sentence structures in textbooks, students can further understand Chinese culture and customs.

34. Guidance on the Literature of Business(1)

Course Code: 310891

Language Requirement: HSK5-210

DHU Credit: 4

Course Description : This course is an introductory on economic and trade literature, with a focus on listening, speaking, reading, and writing. The content of the text covers various aspects of economic and trade majors such as economics, trade, management, finance, and accounting. The course organically combines language learning with professional learning, aiming to enable international students to have a preliminary understanding and comprehension of vocabulary and knowledge in the field of economics and trade on the basis of further improving their Chinese language ability, stimulate their interest in professional learning, and lay a foundation for literature reading in professional paper writing.

35. Guidance on the Literature of Business(2)

Course Code: 310901

Language Requirement: HSK6-180

DHU Credit: 4

Course Description: This course is an introductory on economic and trade literature, with a focus on listening, speaking, reading, and writing. The content of the text covers various aspects of economic and trade majors such as economics, trade, management, finance, and accounting. The course organically combines language learning with professional learning, aiming to enable international students to enhance their Chinese language proficiency while gaining a further understanding and comprehension of vocabulary and knowledge in the field of economics and trade, stimulate their interest in professional learning, and lay a foundation for literature reading in professional paper writing.

36. Intermediate Chinese Reading

Course Code: 310931

Language Requirement: HSK4-210

DHU Credit: 4

Course Description: Reading is the basic way for people to acquire knowledge in modern society, and in second language learning, reading training is an important means to comprehensively improve the communication skills of the target language. This course is designed to cultivate students' reading skills. This course has a total of 30 lessons, which introduce reading methods such as full reading, skimming, and critical reading, as well as reading skills such as guessing words and understanding sentences. The guessing part includes skills such as radical analysis, guessing words through morphemes, abbreviations, word interpretation, guessing words through context, and sentence comprehension. Specifically, it includes skills such as compressing sentences, extracting backbone, grasping keywords and key punctuation marks, and grasping related words.

37. Audio-Visual Chinese Course (2)

Course Code: 310941

Language Requirement: HSK5-180

DHU Credit: 6

Course Description : This course aims to improve students' comprehensive Chinese language abilities, mainly training their listening and speaking abilities, but also requiring certain reading skills. Classroom audio-visual

materials are selected from Chinese contemporary film and television plays or documentaries (some are excerpts), and reading materials are from the Internet and related cultural and ideological books. Students need to understand the relevant background of classroom teaching content through extracurricular reading, and on this basis, conduct targeted listening and speaking training in the classroom, and combine the learned content to express their own opinions and improve their Chinese expression ability.

38. Chinese literature (1)

Course Code: 310371

Language Requirement: HSK6-180

DHU Credit: 4

Course Description : This course takes famous writers and important literary phenomena in the history of Chinese modern and contemporary literature as the research object, and comprehensively introduces the historical process of the development and evolution of Chinese modern and contemporary literature, as well as various literary trends, movements, phenomena, debates, societies, schools, groups, as well as the creative overview, evolution trajectory, and cultural origins of major literary genres (poetry, prose, novels, plays, movies, etc.); And by explaining and reading representative works of some important writers to be familiar with and grasp their ideas, artistic characteristics, and contributions to new literature. This summarizes and explores certain characteristics, laws, and lessons learned in the development of modern and contemporary Chinese literature.

39. Chinese literature (2)

Course Code: 310381

Language Requirement: HSK6-180

DHU Credit: 4

Course Description: This course aims to enable students to understand representative writers, important works, and ideas from various historical periods, form a basic understanding of the occurrence and development of ancient Chinese literature, cultivate and improve their ability to read ancient literary works, and enhance their cultural and aesthetic qualities.

40. Human Geography of China

Course Code: 310011

Language Requirement: HSK6-180

DHU Credit: 2

Course Description: Human Geography of China is a basic compulsory course that helps international students quickly and comprehensively understand China. Studying this course helps guide international students to reflect on the characteristics of China's social development, the characteristics of Chinese history and culture, and China's contribution to human civilization. It provides students with the opportunity to appreciate the spirit of Chinese history and culture, observe the overview of China's social development, and develop a desire to gain a deeper understanding of China. This course is also necessary for students to learn Chinese and professional cultural knowledge.

41. Chinese Culture

Course Code: 310041

Language Requirement: HSK5-180

DHU Credit: 2

Course Description: Language is not just a tool for communication between different countries and ethnicities, but is full of rich cultural connotations behind it. Therefore, foreign students who want to learn Chinese well should also understand the national psychology and cultural mentality of the Chinese people. Chinese Culture mainly introduces the knowledge and culture of China, and comprehensively introduces various fields of Chinese culture in relatively simple language. It has both the scientific nature of Chinese cultural knowledge and the popularity suitable for international students to learn.

42. Chinese Calligraphy and Painting

Course Code: 310131

Language Requirement: HSK4-210

DHU Credit: 2

Course Description: 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.

43. Human Geography of China

Course Code: 310141

Language Requirement: HSK5-210

DHU Credit: 2

Course Description: 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.

44. Chinese Folklore

Course Code: 310151

Language Requirement: HSK6-180

DHU Credit: 2

Course Description: Chinese Folklore is a course that focuses on the basic customs of Chinese people. The purpose of offering this course is to enhance the understanding of Chinese folk customs among foreign students, in order to promote Chinese learning and cultural exchange. Chinese folklore will adopt flexible and diverse teaching methods, such as combining lectures with discussions, combining classroom teaching with extracurricular practice, and so on.

45. Chinese Business Culture

Course Code: 310531

Language Requirement: HSK5-210

DHU Credit: 2

Course Description: 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.

46. The Culture of Shanghai

Course Code: 310771

Language Requirement: HSK5-210

DHU Credit: 2

Course Description: This course is a comprehensive practical course on Chinese and culture for international students. The content of the textbook integrates language learning and cultural practice, aiming to enrich and promote the understanding and cognition of Shanghai's history and culture among international students in Shanghai, thereby improving their level of Chinese and cultural knowledge. This course covers multiple cultural fields in Shanghai, including its historical evolution, ancient and modern zoning, business processes, architectural changes, culinary traditions, cultural arts, and scenic spots, and is accompanied by appropriate practical exercises. In addition, there is an extended reading sub text to adjust the difficulty of teaching, which can be used as both a general reading material and an expansion material for professional vocabulary.

47. Ancient Chinese

Course Code: 310391

Language Requirement: HSK6-180

DHU Credit: 2

Course Description: The course is based on the characteristics of foreign learners and follows the principles of easy to learn, short to long, and shallow to deep arrangement. It selects ancient literary works that mainly focus on narrative prose, including fables, myths, novels, dramas, poetry, and other genres. Through these works, the focus is on explaining the ancient Chinese grammar, which is mainly based on function words and commonly used formats.

48. HSK coaching (level six)

Course Code: 310701

Language Requirement: HSK5-180

DHU Credit: 2

Course Description: After the comprehensive revision of the Chinese Proficiency Test (HSK) in 2009, it better adapted to the actual situation of global Chinese teaching and became the most extensive and authoritative Chinese proficiency evaluation standard. It is widely used as an important basis for school admissions, enterprise employment, and so on. HSK6 coaching, as an elective course for subject foundations, aims to help students in need successfully pass the HSK6 exam through the analysis of 7 sets of real questions in 2012 and training in answering skills.

49. HSK coaching (level five)

Course Code: 310681

Language Requirement: HSK4-180

DHU Credit: 2

Course Description : After the comprehensive revision of the Chinese Proficiency Test (HSK) in 2009, it better adapted to the actual situation of global Chinese teaching and became the most extensive and authoritative Chinese language proficiency evaluation standard. It is widely used as an important basis for school admissions, enterprise employment, and so on. HSK5 coaching, as an elective course for subject foundations, aims to help students in need pass the HSK5 exam successfully through the analysis of real problems and training in answering skills.