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, ranging **from beginner-level courses to advanced-level** ones.

3. Analysis of Administration Cases

Course Code: 021631

DHU Credit: 2

Course Description: Case Analysis of Administration Management 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, students will learn to systematically organize and integrate theoretical knowledge of administrative management case analysis, enabling them to master the key theories and concepts and improve their ability to address abstract problems. Second, when faced with realistic administrative management problems, students will learn to identify, analyze, and solve problems and

propose appropriate countermeasures. The integration of virtual simulation scenarios further ensures that the practical nature of case-based teaching is fully reflected in the teaching process. Third, students will develop teamwork and communication skills, learning to cooperate in competitive settings and compete in cooperative settings. The course combines academic depth, practical value, and cross-cultural perspectives.

4. Art History

Course Code: 050441

DHU Credit: 2

Course Description: This course serves as an introduction to the survey of art history. A thematic approach is used to explore topical threads that cross Western and Chinese culture and history, leading from ancient art to the 20th century. The course features advanced lectures, team-based activities, presentations, readings, writings, analysis, board games, virtual exhibitions, and performances in a variety of different media. Students will develop fundamental concepts and skills in art history through engaging with playful and interactive course activities and projects.

The aim of this course is to provide students with a comprehensive introduction to key periods, movements, and themes in both Western and Chinese art history. Through thematic exploration, students will connect artistic developments across cultures and eras, fostering a deeper understanding of their interrelations. The course is designed to enhance critical analysis skills, promote cross-cultural understanding, and develop proficiency in oral and written expression regarding art historical concepts. Additionally, it encourages a playful and creative approach to learning and presenting art history.

5. Industrial Space Renovation Design

Course Code: 050551

DHU Credit: 3

Prerequisite Courses: This course requires students to have completed relevant foundational coursework in interior design or environmental art design.

Course Description: Set against the background of urban renewal, Industrial Space Renovation Design focuses on the regeneration and innovative design of urban stock industrial factories, targeting the renovation and design of large and medium-sized public open industrial spaces. It systematically explains the scale features, structural characteristics and unique spatial temperament of industrial sites, enabling students to master the basic renovation rules and design methods of obsolete industrial spaces.

This course guides students to explore design concepts in depth, organize spatial order and rhythm, and improve overall spatial experience. By adopting design strategies such as old-new contrast and industrial context inheritance, students are trained to highlight the unique site characteristics. It emphasizes the ability to balance four core dimensions: operational positioning, functional rationality, spatial artistry and constructability.

Based on real old factory sites, the course requires students to renovate stock industrial spaces into compound spaces of creative workshops and thematic exhibition areas, so as to cultivate students' systematic design and practical abilities from site analysis and conceptual innovation to comprehensive spatial renewal.

6. China Going Global

Course Code: CEP001

DHU Credit: 2

Course Description: 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.

7. Inside the Chip: From Sand to Integrated Circuits

Course Code: CEP002

DHU Credit: 3

Course Description: This is an introductory English-taught course designed for undergraduate students from all disciplines who are curious about how modern chips work. Starting from the most basic question — how is a chip made from sand? — this course guides students through the fascinating journey of integrated circuits: from raw silicon purification, wafer fabrication, lithography, etching, and thin-film deposition, to packaging and testing. Special emphasis is placed on the crucial role of advanced materials (rare-earth permanent magnets, magnetic thin films, spintronic materials) in chip miniaturization and low-power design, drawing on the instructor's research experience and industry practice at HiSilicon. The course also covers the basic principles of key devices including diodes, transistors, and emerging spintronic memory devices. Through case studies and virtual lab demonstrations, students will develop a systematic understanding of the semiconductor supply chain and the "material – device – process" innovation chain that drives the post-Moore era. This course requires no prior background in physics or electronics, making it suitable for students who wish to understand the chip industry from a science-and-engineering perspective.

8. Computer Vision and Image Analysis

Course Code: CEP003

DHU Credit: 2

Course Description: This course introduces the fundamental concepts, methods, and practical applications of computer vision and image analysis. It is designed for undergraduate students who are interested in artificial intelligence, intelligent imaging, and visual data processing. The course begins with the basic representation and processing of digital images, including image enhancement, filtering, color spaces, edge detection, and feature extraction. It then introduces major computer vision tasks such as image classification, object detection, image segmentation, and visual recognition.

The course also covers modern deep learning approaches for computer vision, including convolutional neural networks and selected recent vision models. Emphasis is placed on understanding how computational methods can be applied to real-world visual analysis problems rather than on complex mathematical derivations. Practical sessions using Python will help students implement basic algorithms, process image datasets, train simple vision models, and evaluate their performance.

Application examples will be drawn from medical imaging, industrial inspection, remote sensing, and multimodal imaging. Through lectures, hands-on exercises, and a course project, students will develop a systematic understanding of computer vision workflows and gain practical experience in applying artificial intelligence techniques to image-based problems.

9. Component-Based Software Development

Course Code: CEP004

DHU Credit: 2

Course Description: The course covers fundamental concepts such as software components, component models, interfaces, component composition, software architecture, middleware technologies, and service-oriented approaches. Students will learn how to analyze software requirements, identify reusable components, design component-based architectures, and integrate existing components to build reliable and scalable software systems. Practical examples and hands-on projects will be used to demonstrate how component technologies are applied in enterprise software development and modern distributed systems.

10. Shanghai Culture and Fashion Etiquette

Course Code: CEP005

DHU Credit: 2

Course Description: Shanghai Culture and Fashion Etiquette is a comprehensive cutting-edge course in the humanities and social sciences. 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, 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 (Citywalk 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.

11. Method and Application of Programmable Logic Controller

Course Code: CEP006

DHU Credit: 2

Course Description: A Programmable Logic Controller (PLC) is a special-purpose industrial digital computing device designed for automatic control of manufacturing equipment and production processes. It is widely used in industrial sites with harsh conditions such as high temperature, heavy dust, electromagnetic interference and frequent vibration.

12. Branding Design

Course Code: CEP007

DHU Credit: 2

Prerequisite Courses: This course requires students to have completed relevant foundational coursework in visual design.

Course Description: Brand Design is a project-based course that explores branding as the creation of meaning, identity, experience, and long-term relationships—not simply the design of a logo. Through six interconnected modules—Brand Concepts, Brand Elements, User Insight, Competitive Analysis, Brand Strategy, and Brand Identity Design—students learn to connect market opportunities and user needs with strategic and creative decisions.

Working with a real or simulated brand brief, students conduct user research, analyse competitors, define brand positioning, personality, value, and vision, and translate their findings into clear design principles. They develop coherent brand systems encompassing naming, logos, typography, color, graphic language, brand characters, digital interfaces, spatial environments, and multisensory touchpoints. The course also introduces dynamic identity, generative design systems, user co-creation, and responsible applications of artificial intelligence.

Learning activities include lectures, case studies, workshops, critiques, prototyping, testing, and presentations. By the end of the course, students will be able to diagnose brand problems, formulate evidence-based strategies, create adaptable identity systems, refine design decisions through testing, and present culturally aware and professionally convincing brand proposals.

13. Performing Shakespeare: Cross-Cultural Theatre Practice

Course Code: CEP008

DHU Credit: 2

Course Description: This is an introductory, practice-oriented workshop course open to non-performance major undergraduate students and international exchange students. Centered on William Shakespeare's plays, the course adopts English as the working language while encouraging participants to explore dramatic texts through their own native languages and cultural perspectives.

Students will read key play excerpts, compare translations and cross-cultural adaptations from different countries, with special attention to Chinese reinterpretations of Shakespeare. Moving beyond pure literary discussion, performance practice constitutes a vital component of this course. At the end of the course, students will present performance exercises and group scene rehearsals in classrooms or small-scale performing spaces.

The course aims to deepen learners' understanding of how Shakespeare travels across linguistic and cultural boundaries. It helps students develop critical thinking on translation and adaptation, improve oral expression and collaborative skills, and gain hands-on experience of re-imagining classic drama from diverse cultural standpoints.

14. Fashion Frontiers

Course Code: CEP009

DHU Credit: 2

Course Description: Blending critical inquiry with creative practice, this interdisciplinary course transcends traditional fashion boundaries, exploring the integrated relationship between fashion design, emerging technologies, robotics, sustainable principles, future habitats and contemporary culture. Centered on millennial lifestyles and modern aesthetics, it examines how cultural narratives shape fashion expression, and how evolving living contexts drive innovative apparel and wearable demands.

Designed specifically for international students, the course adopts English as the medium of instruction and encourages cross-cultural dialogue and diverse perspectives. Through a balanced mix of lectures, seminars, studio practice, and collaborative projects, students will investigate cutting-edge topics such as smart textiles, wearable robotics, circular design, and digital fabrication.

15. Project Time Management

Course Code: CEP010

DHU Credit: 2

Course Description: Effective time management is the foundation of every successful project. In the business world, projects often fail not because of poor ideas, but because of poor scheduling. Project Time Management is the professional practice of organizing, estimating, and controlling the amount of time needed to complete a project. It ensures that work is delivered on schedule, within budget, and to the required standard.

This course provides students with a practical, step-by-step guide to managing project timelines. No prior project management experience is required. The course begins with basic principles and gradually moves through the full project lifecycle, from defining initial activities to evaluating final performance.

Because this course is taught in English, it also serves as a business language course. Students will learn the specific English vocabulary used in professional project environments. This course helps students communicate clearly with international teams, clients, and stakeholders. To succeed, students need only a minimum level of English, enough to follow simple instructions and participate in basic business discussions. By the end of the course, students will be able to plan, schedule, and control a project timeline using standard industry terms.

16. Introduction to E-Commerce

Course Code: 310801

DHU Credit: 2

Course Description: Introduction to E-Commerce provides students with a comprehensive understanding of basic e-commerce theories, knowledge, technologies, applications, and regulations. The course objectives include understanding the background and development of e-commerce, as well as mastering the characteristics, concepts, and scope of various models. Students will also master mobile and social e-commerce features, analyze social media e-commerce, and grasp the management of operations, customer relations, logistics, and system design. Additionally, the course guides students to track global digital economy strategies and e-commerce trends to cultivate professional sensitivity and lifelong learning.

17. Chinese Folklore

Course Code: 310151

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.