



## 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. Marketing Basics**

**Course Code:** MKT250

**Credits:** 3

**Course Description:**

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

business.

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

## **5. Business Ethics and Corporate Social Responsibility**

**Course Code: BUS402**

**Credits: 3**

**Course Description:** This course considers the influence, impact and responsibilities of corporations in the context of sustainable world business. The course is designed to introduce and discuss the social, ethical and environmental concerns faced by corporations and multi-national organizations. The course will enable students to engage with the many conflicting issues concerning corporate social responsibility and to develop appropriate frameworks of evaluation.

Students will be enabled to objectively assess corporate social responsibility issues, the corresponding regulating initiatives and the responses. The primary class activities include, but not limited to, lectures, group discussions, research projects and presentations. Each participating student will be required to select and arrange a one-day local field trip to a business organization via the office of the Center of International Programs (CIP) and make a presentation.

Throughout the semester, this course will cover major topics including Basic Ethics, Ethical Problems in Business Environment, Strategy and Value Creation, International Business Ethics, International Initiatives and the discussions of ethics in the business areas of Leadership, Marketing and Operations (including Environment and Public Health), Finance and Accounting, and Management (including Human Rights, Labor Conditions and Corruption).

## **6. 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.

## **7. Organizational Behavior**

**Course Code: MGT200**

**DHU Credit: 3**

**Course Description:** This course brings together theories and practices from a diverse group of disciplines in order to better understand the behaviors of people, particularly employees, in an organizational context. The aim of this course is to provide students with the knowledge and skills required to optimize the human factors of efficiency and effectiveness in organizations. This course begins with an introduction to sociological concepts related to organizations and management. It then explores behaviors of the individual, the group and the organization. Lectures, class discussion and additional reading assignments are intended to help students understand the importance of behavior in organizations

in a modern context.

## **8. Management Information System**

**Course Code: MIS350**

**DHU Credit: 3**

**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.

## **9. Quality Management**

**Course Code: MGT310**

**DHU Credits: 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.

## **10. 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.

## **11. Research Methodology**

**Course Code: CIP400**

**Credits: 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.

## **12. 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.

## **13. Marketing Communication**

**Course Code: MKT450**

**DHU Credits: 3**

**Course Description:** This course offers an introduction to the theories, methods and tools of integrated marketing communications. The steady decline in traditional media viewing combined with the rise of the Internet and social media have changed the marketing communications environment dramatically. As a result, while the opportunities to reach potential customers have increased, at the same time the challenges that firms face in competing in a more sophisticated and cluttered market have become greater. In this ever-changing environment, a company's success depends on its ability to communicate its value proposition effectively through a carefully integrated program that can deliver a clear and consistent message.

## **14. Customer Relationship Management**

**Course Code: MKT400**

**DHU Credits: 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.
- The primary class activities include, but are not limited to, lectures, group discussions, research projects, one presentation and the design of a CRM program for a real organization.
- 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.

## **15. Consumer Behavior**

**Course Code: MKT300**

**DHU Credit: 3**

**Course Description:** We are all consumers. We buy groceries, clothes, cell phones and computers. We purchase services ranging from bank accounts to college education. We also pay money to enjoy experiences, such a trip to Disneyland or a holiday! However, we also know that consumers are different from one another. We buy different clothes, use different cell phones (unless you are just another iPhone fanatic!), and eat different foods. Moreover, even the same consumer can make different decisions depending on the situation. So how can we unpack the complexity of consumer behavior? More to the point how can marketing managers understand what consumers need and design effective marketing offerings? In this course, we will try to learn how and why consumers behave the way that they do. We will explore our intuitions and perceptions about our own behavior as consumers. Then we will link those intuitions to theories about consumer behavior as developed in marketing, psychology, sociology, economics and other behavioral sciences. Finally, we will learn how to use these theories to predict how consumers will respond to different marketing activities.

## **16. Brand Management**

**Course Code: MKT320**

**DHU Credit: 3**

**Course Description:** This course introduces the main concepts and tools of brand management. Brands are among the most valuable assets of a company because they can have a significant influence on consumer purchasing decision. Thus, effective brand management is critical to maintaining the long-term profitability of products and services.

The focus of the course will be on the concept of ‘customer-based brand equity’. It will cover topics such as: how to build strong brands; methods of measuring, and ways to leverage, brand equity; strategies in managing brand portfolios; and management of brands over time and geographic boundaries. The course content has relevance to students pursuing a variety of different career goals (marketing, consulting, entrepreneurship, etc.) in virtually any type of organization (public or private, large or small, etc.).

## **17. Cross Cultural Communication**

**Course Code: BUS350**

**Language Requirement: HSK4-180**

**DHU Credit: 2**

**Course Description:** In today's globally integrated world, awareness of the cultural background of others is blurred by multinational organizations absorbing all nationalities into their own business culture. However, how individuals understand the world around them is based on their own cultural upbringing and misunderstandings frequently occur even at the lower and the higher levels of management, in job-performance and particularly in inter-cultural business transactions.

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.

**18. 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.

**19. Human Geography of China****Course Code: 310141****Language Requirement: HSK5-210****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.

**20. 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.

**21. 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.

## **22. 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.

## **23. 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.