

## 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. 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.

### **4. 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.

## **5. Frontiers of New Media and Journalism**

**Course Code: CEP003**

**DHU Credit: 3**

**Course Description:** This course integrates communication theory with digital media practices, developing core skills in digital news writing, short video production, and social media management. Students will explore cutting-edge media trends while building practical abilities through project-based learning. The curriculum covers content innovation and communication strategies in media convergence. Participants will complete real projects from content creation to account operation, developing a professional portfolio.

## **6. Management Essentials**

**Course Code: MGT100**

**DHU Credit: 2**

**Course Description:** 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.

## **7. Business Ethics & Social Responsibility**

**Course Code: BUS402**

**DHU Credit: 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. 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).

## **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. 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.

## **10. Business in Emerging Markets**

**Course Code:** BUS250

**DHU Credit:** 3

**Course Description:** The purpose of this course is to introduce students of what should be important when doing business in emerging markets. For business executives from all around the world, markets in emerging countries seem to be more attractive than ever before. However, it is still difficult for people just experienced in developed countries to enter and achieve success at some of the emerging markets.

This course should offer students a strategic, multidiscipline vision of the present situation in the emerging markets all around the globe. At the same time, this course has to give students an understanding of the real economic and business mechanisms of those parts of the world considered as emerging markets. Students will analyze the major factors that could influence the economic and political strategies in emerging markets. It will also help students to face the new opportunities and challenges at the emerging markets.

## **11. Chinese Culture and Diaspora Literature**

**Course Code:** 283684

**DHU Credit:** 2

**Course Information:** This course explores Chinese culture through the lens of literature by writers of Chinese origin, offering international students a unique perspective on cross-cultural narratives. Students will analyze classic works like *The Woman Warrior* and *The Joy Luck Club*, examining themes of identity, cultural adaptation, and diaspora experiences. The curriculum integrates literary theory, cultural memory, and postcolonial discourse to deepen understanding of China's global cultural influence. Practical components include creative writing, performance workshops, and academic research, fostering skills in intercultural communication and critical analysis. By engaging with texts that bridge East and West, students will gain insights into China's historical migrations, artistic innovations, and contemporary global dialogues.

## **12. 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.

## **13. Art History**

**Course Code:** 050441

**DHU Credit:** 2

**Course Information:** 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 is featured by advanced lectures, team-based activities, presentations, readings, writings, analysis, or board games, virtual exhibitions and performance 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.

#### **14. Portfolio and Internship**

**Course Code:** 050025

**DHU Credit:** 2

**Course Information:** This course is a continuation from the previous Portfolio 2 course to further develop students' portfolio skills. More emphasis will be given to portray themselves and their work at a higher professional level for internships and design job positions. Students shall consider how to present the portfolio that reflects progressive maturity and design knowledge. At this stage, the students will also be taught how to write a resume or CV (curriculum vitae) as an essential part of the portfolio package, including some tips on offline interviews.

#### **15. Applied Project for Entrepreneurship**

**Course Code:** 050015

**DHU Credit:** 2

**Course Information:** This project is designed to provide students with a comprehensive foundation in branding, design, and marketing. It seeks to offer practical, hands-on experience through real-world brand collaborations. Students will work collaboratively in teams, applying theoretical knowledge to develop essential skills and competencies in the entrepreneurial context.

#### **16. Innovation workshop**

**Course Code:** CEP002

**DHU Credit:** 2

**Course Information:** Innovation Workshop is a human-centered method for innovation and a process for creative problem solving. This course is structured around two foundational innovation methodologies: Design Thinking and Systematic Inventive Thinking (SIT). While these two frameworks originate from distinct conceptual foundations and activate divergent cognitive pathways, they embody

a paradoxical synergy—despite their seemingly contradictory approaches, they converge to achieve complementary and mutually reinforcing outcomes in real-world innovation initiatives.

By integrating these methodologies, the course fosters a dual-axis innovation strategy. Through structured engagement with these methodological toolkits, students will critically adapt and refine global innovation paradigms, contributing to the continuous evolution and contextual enrichment of China's innovation practices.

## **17. Cross Cultural Communication**

**Course Code: MGT350**

**DHU Credit: 2**

**Course Description:** Focusing on the needs of global communication, the cross-cultural communication course focuses on topics such as cultural difference cognition, verbal and non-verbal communication strategies, and cultural conflict resolution, and cultivates students' cultural sensitivity and adaptability through multiple teaching methods such as case analysis, situational simulation (such as international business negotiation and cross-cultural teamwork), virtual interaction, and cultural comparative research. Students will develop cross-cultural expression, empathy, and problem-solving skills through immersive learning, and ultimately become effective communicators who can flexibly respond to diverse scenarios, with an international perspective and social responsibility.