



Course Description

C.E.P – Courses for Exchange Programs

1. Chinese Language (online)

Course Code: LAN8001

Pre-requisites: None

DHU Credit: 9

Course Description: The classes of this Chinese program will be given 3 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 (on-site)

Course Code: LAN20001

Pre-requisites: None

DHU Credit: 20

Course Description: This language program only applies to those who can come for off-line courses. It is a full-time program from Mon.-Fri. each week. Students of different level of Chinese proficiency are welcome to apply.

3. Introduction to Northeast Asia Economy 东北亚区域经济概论

Course Code: BUS2008

Pre-requisites: HSK 5 level (180 scores) and above

DHU Credit: 2

Course Description: Based on different regional economic developments, this course introduces characteristics and change rules of various regional economies, as well as the interaction and mutual dependency relationships. The specific contents include the regional economic integration in Northeast Asia, the economic comparison of three parts (east, middle, west) in China, the regional industrial structure, regional economic policies, energy resources and environmental problems. At the same time, this course links theory with practice and focuses on hotspots in regional economic development, combing teaching with discussion in class together.

4. Chinese Business Culture 中国商务文化

Course Code: CUL2006

Pre-requisites: HSK 5 level (180 scores) and above

DHU Credit: 2

Course Description: This course uses plain terms to introduce the basic characteristics of Chinese culture and the Chinese people, introduces the business etiquette you should know for doing business in China, as well as how to deal with the interpersonal relationship such as human favor and 'face' with Chinese features. It also illustrates the characteristics of Chinese people in business negotiation and enterprise management. Students can not only learn the Chinese business culture, but also the basic theories of cross-cultural business communication and the basic knowledge of traditional Chinese culture.

5. Fashion Supply Chain Management

Course Code: BUS2004

Pre-requisites: None. All majors are welcome. As a remark, this class focuses on supply chain management with the concepts and features of fashion. Students with no knowledge of fashion are welcomed as this course is just use fashion as an example to identify how does supply chain work.

DHU Credit: 2

Course Description: Globalization has made the assets and cultures of countries, perhaps once thought of as obscure or remote, accessible to all. This course will focus on fashion supply chain. It will detail and focus on the multiple and various merchandising practices used around the world. There has been significant and compelling changes in worldwide merchandising approaches due to globalization and technology, some of those changes happened quickly and others are still in transition due to multiple factors in fashion supply chain. Students will research and explore differences strategies in fashion supply chain (including retail, wholesale, manufacture). For any student with aspirations to work in the global marketplace, this course will expand the necessary knowledge base for success and a respectful comprehensive understanding regarding business. Upon successful completion of this course, students will be able to:

1. Research and understand supply chain management from product development, marketing, planning, delivery schedules, classification structure, seasonality of merchandise, age of inventory, use of technology, currency issues and industry/professional organizations.
2. Utilize and demonstrate critical thinking skills that allow comparing and evaluating supply chain processes in fashion apparel companies.
3. Evaluate, articulate and compare financial metrics and processes used by fashion companies around the world in order to quantify and benchmark revenue and margin.
4. Recognize and analyze the evolving importance of social consciousness in the world with specific focus on proactive involvement regarding environmental and philanthropic issues relevant in fashion supply chain.
5. Analyze and comprehend the significant role and multiple effects religion and culture have on fashion apparel supply chain in China.

Develop the ability in managing a supply chain in the fashion industry.

6. Strategic Management in Eastern Countries

Course Code: BUS2005

Pre-requisites: None

DHU Credit: 2

Course Description: This course will help students develop an understanding of how firms build and sustain competitive advantages to create returns in the modern economic environment, including understand the practice of key business and corporate strategies, evaluate competition strategy with various methods, and display an awareness of the implications of the business/society relationship for the strategic manager. The teaching method will be three parts: lectures, case discussions and presentations.

7. Management Information System

Course Code: BUS3002

Pre-requisites: None

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.

8. Management Essentials

Course Code: MGT100

Credits: 2

Prerequisite Course: None

Courses Description: This course aims at providing 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.

9. Essentials of Business Law

Course Code: BUS251

Pre-requisite Course: None

DHU Credits: 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.

10. Business Ethics and Corporate Social Responsibility

Course Code: BUS402

Credits: 3

Prerequisite Course: None

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).

11. International Trade

Course Code:ITD 250

Credits: 3

Prerequisite Courses: None

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.

12. Cross Cultural Communication

Course Code: BUS350

Credits: 2

Prerequisite Courses: None

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.