C. E. P Course Description

C.E.P − Courses for Exchange Programs

1. Chinese Language Program E

Course Code: LAN8001
Pre-requisites：None
DHU Credit：8
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 Program A

Course Code: LAN20001
Pre-requisites：None
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. Chinese Business Culture

Course Code: CUL2006
Pre-requisites: HSK 5 level (180 scores) or 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.

4. General Outline of China; Chinese Culture

Course Code: CUL2001
Pre-requisites：none
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.

5. 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.

6. 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 Information: 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.

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

7. Business Practice in China: Intercultural Business Communication

Course Code: BUS2007

Pre-requisites：None

DHU Credit：2

Course Description: Some Western business people are moving into China without any clear knowledge of the many pitfalls they will encounter: the weak rule of law, forceful governmental intervention, a scarcity of managerial talent, the likelihood of counterfeiting, the fast-paced business environment and surprisingly aggressive local competitors. This course, with many case studies, is designed to illustrate and examine these key managerial challenges in the most important emerging market in the world.

The major points covered in this course are as follows:

- Leadership in China
- Human resources in China
- Joint ventures
- Dealing with headquarters
- Counterfeiters in China
- Chinese consumers
- Government relationship
- Expatriates in China
- Foreign entrepreneurs

The course evaluation is based on a mid-term presentation and final report.

8. Innovation Workshop

Course Code: BUS2012

Pre-requisites：None

DHU Credit：2

COURSE DESCRIPTION: Innovation Workshop is a human-cantered method for innovation and a process for creative problem solving. This course is organized in form of workshop, where the students work in team, to tackle problem, and to find unexpected solutions by using design thinking processes. This process is not linear,

but iterative. Design thinking is widely used by IBM, SAP, Huawei, Tencent and Alibaba. Universities like Stanford, MIT are also offering design thinking courses.

9. Nonwoven Technology

Course Code: ENG3002

Pre-requisites：None

DHU Credit：2

COURSE DESCRIPTION: This is a course for the students who are interested in Nonwoven processing, Nonwoven materials and application.

COURSE OBJECTIVES:

➢ Having basic knowledge about nonwoven industry and application areas
- Introduce nonwoven industry, raw materials and applications of nonwoven products
➢ Having basic knowledge about web forming and bonding technologies in nonwovens
- Describe specifics of making a nonwoven web from either fiber or resin by the most common processes in use, including benefits and efficiencies in each web forming process.
- Explain specifics of primary web bonding processes utilized in the nonwovens industry, such as needle punching, spun lace and thermal bonding, etc.
➢ Having basic knowledge about the nonwoven processing procedure and the latest development;
- Understanding the nonwoven processing procedure by experiments.
- Introduce recent research highlights of nonwoven related areas.

10. Case Studies on Chinese local Textile & Clothing Enterprise's Innovative Growth

Course Code: ENG3003

Pre-requisites: None

DHU Credit：3

Course Description: The purpose of this course is to introduce the successful brand enterprises in T&C industry in China, mainly the clothing enterprises, the home textile enterprises, typical chemical fiber enterprises, technical textile enterprises, and etc. The goal is to familiarize foreign students with Chinese local fiber, textile and clothing enterprise's innovation activities from the different view of points, such as technical innovation, product innovation, business model innovation, brand innovation and internationalized development.

All courses listed above are offered on West Yan'an Road Campus.