



2019 Spring Semester Course Description

C.E.P – Courses for Exchange Programs

1. General Chinese (Program A)

Course Code: LAN20001

Pre-requisites: none

DHU Credit: 20

Campus: Yan'an Road Campus

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.

2. Practical Chinese (Program D)

Course Code: LAN8001

Pre-requisites: none

DHU Credit: 8

Campus: Yan'an Road Campus

Course Description: this language course is strongly recommended for the exchange students who have never learned Chinese before, or who have already had very basic level. Students will learn survival knowledge, skills and simple daily expressions in order to make themselves better understood and their life in China easier, and help them better involve in DHU's student communities. The classes will be on Tuesday and Thursday.

3. 中国概况（初中级）

Course Code: CUL2005

Pre-requisites: HSK 4 level (180 scores) and above

DHU Credit: 2

Instruction language: Chinese

Campus: Yan'an Road Campus

Course Description:

该课程介绍中国的地理、历史、社会、思想、生活、科技、移民、政治制度和中西文化的碰撞等各方面问题。每章通过背景知识介绍引起学生的学习兴趣，通过读前思考，激活学生的相关知识，为进一步学习做好准备。通过跟 HSK 结合的练习和形式多样的小组活动巩固学习的内容。同时，通过调查采访、文化体验等方式让学生走出课堂，走进社会，进一步了解中国。

4. 中国商务文化

Course Code: CUL2008

Pre-requisites: HSK 4 level (180 scores) and above

DHU Credit: 2

Instruction language: Chinese

Campus: Yan'an Road Campus

Course Description: ---

5. 东北亚区域经济概论

Course Code: BUS2008

Pre-requisites: HSK 4 level (180 scores) and above

DHU Credit: 2

Instruction language: Chinese

Campus: Yan'an Road Campus

Course Description:

课程描述：本课程从不同区域经济社会发展的实际情况出发，介绍各类区域经济运行的特点和发展变化规律，以及区域间的相互作用、相互依赖关系。具体内容包括东北亚区域经济一体化、中国东中西部经济发展比较、区域产业结构、区域经济政策、能源环境问题等，同时注重理论联系实际，将区域经济发展的热点问题作为讨论的重点，并授课与讨论相结合。

6. General Outline of China; Chinese Culture

Course Code: CUL2001

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

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 lectures, and the exam will be oral report/presentation.

7. History of Chinese Art

Course Code: CUL2003

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: The course is to offer students an overview of Chinese art, with a focus on painting, in the historical context. Through this course, students are expected to get a good understanding of the cultural essences of Chinese art and the ability to appreciate its aesthetic values. The principles, characteristics and development of Chinese art are explored in a variety of perspectives, such as chronological, geographical, material cultures, religious and philosophical perspectives. Key topics to be discussed include:

- 1) Art of the Bronze Age
- 2) Sculpture art
- 3) Buddhist mural painting in caves and temples
- 4) The interrelationship between Chinese painting and writing
- 5) Literati artists
- 6) Imperial art academies
- 7) The interaction between Chinese and European art
- 8) 20th century Chinese art

8. From Chinese Cultural Symbols to Post-modernist Fashion Identity

Course Code: DES2004

Pre-requisites: from fashion, visual communication and other relevant majors.

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: This course is to supply students a systematic study of fashion design, and to clarify the general characteristics of fashion and primary components of design within the context of China. A practical database, inclusive of design related texts and graphics will be learned in the course. A series of the symbolic constituents of design, and some essential ingredients, which identify the primary components of post-modernist fashion, will be shown to students. It will help students to understand that the practice of design, which connected system of symbol and culture of designers, developed the phenomena of fashion. The knowledge being derived from this course gives a theoretical instruction to the classification of cultural symbols and design of post-modernist fashion.

9. Fashion & Textile in China

Course Code: DES2005

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: The course is to offer students an overview of fashion and textile design and market in China, from costume history to fashion and textile design and production, as well as present markets in China. Some case studies featuring contemporary China fashion and textile designers and studios will be introduced. Some traditional and modern dyeing and printing approaches will be introduced as well as some design exercises will help students to discover new design possibilities and creation. This course will include lectures, practical workshops, personal researches, experimentation, peer to peer presentations and various visits, lead students to become creative and pragmatic, curious and analytical, imaginative and excellent. Some major parts of the course are as follows:

- Chinese Costume: To learn the story of dress in China - which also can be described as a story of wrapped garments in silk, hemp, or cotton, and of superb technical skills in weaving, dyeing, embroidery, and other textile arts as applied to clothing.
- China Fashion Market: To meet the protagonists of the local fashion and retail industry by visiting the showrooms of Chinese brands and understand the design and production realities of the Shanghai fashion industry.
- China Textile Market: To learn and to visit textile market in Shanghai as well as other cities to understand the diverse of textiles.
- Textile Printing: To learn different textile printing techniques in market.
- Textile Dyeing: To learn diverse textile dyeing approaches for design application.

- Fashion/textile Design Technology: It combines the design with the latest technological changes and an international perspective to meet the current fashion industry requirements.
- Sustainable Design in Fashion and Textile: The growing trend towards sustainable designed fashion could help to create a greener planet and a whole new job market, one where having an education in sustainable design may give students a considerable edge in the industry

10. Strategic Management in Eastern Countries

Course Code: BUS2005

Pre-requisites: none

DHU Credit: 2

Campus: Yan'an Road Campus

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.

11. Business Practice in China: Intercultural Business Communication

Course Code: BUS2007

Pre-requisites: None

DHU Credit: 2

Campus: Yan'an Road Campus

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.

12. International Marketing

Course Code: BUS2009

Prerequisites: none

DHU credit: 2

Campus: Yan'an Road Campus

Course Description: The marketing activities of the modern enterprise have become increasingly internationalized. Managing marketing relationships internationally sets high requirements on the marketing division of an enterprise. In a culturally diversified environment, individuals will have to master culturally related skills. Marketing across national borders assumes that the enterprise can consider differences that are embedded in fundamental aspects of the societies in which the enterprise is conducting business. Students will learn to distinguish between cross-cultural and inter-cultural aspects of international marketing. The course takes a global approach to international business and sees the European Union as a part of global context. Companies established in the single European market are studied with respect to their European business activities and in view of their ability to utilize the European market as a basis for expanding business activities in the global market. The course is not restricted to European business, but sees the European Union as an example of arena within which national differences are manifested and managed in the practice of business.

1. Introduction
2. International Business Dynamics
3. The Cultural Dynamics & International Marketing
4. International Business Customs
5. The Political & Legal Framework
6. The Emerging Markets & Multi Nationalism
7. Global Marketing Management
8. Development & Promotion of Products
9. Exporting & Logistics
10. Pricing & International Markets
11. International Marketing Research

13. Critical Thinking and Critical Reasoning

Course Code: BUS2010

Pre-requisites:

DHU Credit: 1

Campus: Yan'an Road Campus

Course Description: studying critical thinking involves trying to change the ways in which most of us think. In this course, Dr. Xia concentrates on developing critical thinking skills explicitly and directly. The aim of this course is to teach the ability to interpret, analyze and evaluate ideas and arguments and to show how these skills can be transferred to everyday life cases. Dr. Xia will use critical reasoning practice questions from GRE,

GMAT and LSAT tests to record the student's progress. This course is suitable for students who are determined to become an independent and critical thinker.

14. Design Thinking

Course Code: BUS2011

Pre-requisites:

DHU Credit: 1

Campus: Yan'an Road Campus

Course Description: ---

15. International Trade

Course Code: BUS3001

Pre-requisites: Introduction to Business, Macroeconomics, Microeconomics

DHU Credit: 2

Campus: Yan'an Road Campus

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.

16. Management Information System

Course Code: BUS3002

Pre-requisites: none

DHU Credit: 3

Campus: Yan'an Road Campus

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.

17. Logistics in China

Course Code: BUS4001

Pre-requisites: None

DHU Credit: 4

Campus: Yan'an Road Campus

Course Description: This course is designed to create awareness of the strategic importance of logistics and Supply Chain Management. With respect to how business success is achieved, by creating value throughout domestic and global supply chains. Focus will be on the situation in China.

- To provide an in-depth appreciation and understanding of the unique concept of Supply Chain Management and the role of Logistics in this Supply Chain in China.
- To develop an ability to analyze critically Logistics Management issues.
- To apply Logistics Management theories in practice in China.

Lecture	Learning Objective
Introduction	<ul style="list-style-type: none"> • The clear understanding of both Supply Chain Management and logistics.
Logistics in China	<ul style="list-style-type: none"> • The Logistical value proposition. • The work of Logistics • Logistical integration objectives
Logistics in China	<ul style="list-style-type: none"> • Supply chain synchronization.
Procurement & Manufacturing in China	<ul style="list-style-type: none"> • Procurement perspectives. • Procurement strategies. • E commerce and procurement
Procurement & Manufacturing In China.	<ul style="list-style-type: none"> • Manufacturing perspectives • Manufacturing strategies. • Lean and Six Sigma • Logistical interfaces
Information Technology	<ul style="list-style-type: none"> • Supply Chain Information Systems • ERP Data Warehouse • Enterprise planning and monitoring
Information Technology	<ul style="list-style-type: none"> • Supply Chain compliance • Communication technology • Software as a service.
Free subject	<ul style="list-style-type: none"> • Ports in China • Port management in China • Import Export procedures in China • How to control quality in China? • Ships • Sustainability in Logistics/ Ports
Transportation Infrastructure in China	<ul style="list-style-type: none"> • Modes of transportation • Transport principles. • Transport participants • Transportation regulations
Transportation Operations in China	<ul style="list-style-type: none"> • Transport Economics and Pricing • Documentation • Logistical integration
Warehousing in China	<ul style="list-style-type: none"> • Strategic Warehousing • Warehouse operations • Warehouse Management Systems • Warehouse ownership arrangements • Layout of warehouse
Global Supply Chains	<ul style="list-style-type: none"> • Global economies • Global Supply Chain integration • Global sourcing

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| | <ul style="list-style-type: none">• Summaries and Assignment evaluations• Final Exam |
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Evaluation will be based on Individual assignments(10%), Final exam(80%), and attendance and participation(10%)

18. Nonwoven Technology

Course Code: ENG3002

Pre-requisites: None

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: Nonwoven are defined as fabric-like materials made from long fibers, bonded together by chemical, mechanical, heat or solvent treatment. This course introduces the concept, processing technology, properties and application of nonwovens. Some nonwoven related experiments, including web formation, web bonding and spinning of ultrafine fibers will also be included. Below are the 8 chapters of the course.

1. Preface: Introduction, concept and application of nonwovens;
2. Raw materials: fibers properties;
3. Web formation: carding principle, process and equipment;
4. Mechanical bonding: needle punch;
5. Mechanical bonding: spunlace;
6. Thermal bonding: calendaring, hot air and ultrasonic bonding;
7. Spunbonded and meltblown: polymer properties, principle and process;
8. Nonwoven products, testing methods and latest technologies.

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

Course Code: ENG3003

Pre-requisites: None

DHU Credit: 3

Campus: Yan'an Road Campus

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.

20. Textile Chemistry

Course Code: ENG3005

Pre-requisites: None

DHU Credit: 3

Campus: Songjiang Campus

Course Description: this course aims to provide students opportunities to obtain a fundamental understanding of the textile chemistry such as dyestuff, auxiliary, dyeing printing and finishing theory and technology. After this course, students should be able to

- ✓ have basic knowledge of textile chemicals
- ✓ understand the basic theory of dyeing and finishing of textiles
- ✓ Understanding Eco textile chemicals and their development

The special features of this course:

- ✓ This course will cover three overlapping areas: dyeing and finishing chemistry, fiber and polymer chemistry, and a newer area that intersects with materials science and involves the blending of different textile materials..
- ✓ This course will enable students to understand the dyestuff, auxiliary, dyeing printing and finishing theory and technology.
- ✓ In this course, students will be required to apply the principles of surface chemistry to processes, such as dyeing and finishing.

The teaching method will combine lectures and one or two visits to textile companies. The assessment and final mark based on the final exam, project paper, presentation, attendance and class performance.

21. Analysing Operating System

Course Code: ENG3008

Pre-requisites: Principles of Operating System & Linux System

DHU Credit: 3

Campus: Songjiang Campus

Course Description: This is a graduate-level course on operating system. This time, we will specifically focus on Linux kernel implementation including process management, process scheduling, system call, interrupt handlers, kernel synchronization, time management, virtual file system management, devices and modules management, and so on. Each student is expected to have a final exam and complete a series of experiments.

Course Website: http://www.dhu.cc/os/analyzing_OS/analyzing_os_home.html

22. Information Security Technology for Mobile Internet

Course Code: ENG3009

Pre-requisites: computer programming, computer network, principles of computer organization

DHU Credit: 3

Campus: Songjiang Campus

Course Description: This course will introduce students to the knowledge of information security technology, which is vital for computer and communication engineering. It covers the basic principle of Android system introduction and programming, network security technology (VPN, SSL,IPSEC), foundation of cryptography, authentication principle. It also includes a number of practical sessions for analysis of malwares in Smart phone and security software development practice.

After this course, students should be able to:

- ✓ Understand Cryptography;
- ✓ Know the network security target, requirements, threats and ;
- ✓ Realize of mobile system risks and vulnerabilities
- ✓ Understand how to protect communication system and privacy
- ✓ Gain the knowledge to programming in Android system
- ✓ Be equipped with primary ability of secure wireless network design

Lectures contain:

1. Introduction of Cryptography
2. Authentication Technology
3. Network protocol security issue
4. Access Control
5. Firewall and Intrusion Detection System
6. Malicious code
7. Introduction of Android
8. Android Security Issues
9. Android Security APP Design

Practical Session:

1. Cryptography Implementation
2. Android Programming
3. Web Server Programming
4. Android API Practice
5. Android Security APP Design

The teaching method will combine lectures and practical sessions. Grades for this course are determined by homework (20%), practical work (20%) and one final exam (60%).

23. Woven Fabric Analysis and Design

Course Code: ENG3011

Pre-requisites:

DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: This course will introduce students to the fundamental knowledge of woven fabric structure, which is vital for textile design and engineering. It covers the basic principle of woven fabric formation on the loom, fundamental weaves, combined weaves, effects of color and weaves and their applications. It also includes a number of practical sessions for fabric analysis and design. After this course, students should be able to:

- Identify most woven fabric structures and features;
- Produce feasible loom program for each woven structure to be constructed;
- Analyze most woven fabrics to identify their yarn type, weave, warp count, weft count etc.;
- Understand the procedure of woven fabric design;
- Be equipped with primary ability of textile design.

Lectures contains:

1. Principle of woven fabric formation
2. Woven design fundamentals
3. Plain weaves
4. Twill and Satin/Sateen weaves
5. Honey come weaves
6. Mock leno weaves
7. Crepe weaves
8. Basic aspects of color and weave effects

Practical Session:

1. Woven fabric formation on the loom.
2. Fabric Analysis

The teaching method will combine lectures and practical sessions. Grades for this course are determined by homework (20%), practical work (20%) and one final exam (60%).