

2017 Autumn Semester Course Description

C.E.P - Courses for Exchange Programs

1. 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.

2. 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.

3. 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.

4. General Outline 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

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Course Code: DES2001

 $\label{lem:pre-requisites:pre-requisites:} Pre-requisites:$

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: The course is to offer students an overview of design motifs used in Chinese decorative art, with a particular focus on textile design, in the historical context. Chinese design motifs from successive historic periods are introduced through a comprehensive cultural framework, in order for students to achieve an understanding of the cultural significance of motifs and an ability to read their inner meaning beyond the visual features. Key topics to be discussed include:

1) Chinese elements: symbolism in decorative art forms

2) Shamanistic motifs in ancient China

3) Taoist motifs

4) Buddhist motifs

5) Confucius motifs and imperial codes for dress decorations

6) Words as Images: Chinese writing in visual art

7) Images as Words: homophones in Chinese art

8) Traditional motifs used in textile surface patterns

9) Modern textile design motifs with Western influence

10) Politics in textile design

6. Fashion Photography

Course Code: DES2008

Pre-requisites: students from Fashion, Visual Communication and Styling or other relevant students.

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: In this course, students will be given a range of knowledge to understand the basic expression and technique for fashion photography. The course is designed to engender skills which can enable students to understand the basic elements and craft in fashion photography and learn how to create artistic image.

The main goal is to support basic knowledge for students with little or no experience in fashion photography and enable them understand the technique and method for fashion photography.

1. The introduction of fashion photography

2. The innovation for fashion photography

3. The expression of fashion photography

4. Fashion photography and visual psychology

5. The fundamental equipment for fashion photography

6. The type of lighting for fashion photography

7. The basic technique for fashion photography

On complication of this course, the students will be able to:

- 1. Understand the basic expression and technique for fashion photography
- 2. Master the rules and method for business fashion photography
- 3. Demonstrate the ability to different style fashion photography

7. Architectural Decoration Materials & Processes

Course Code: DES2009

Pre-requisites: students from Interior Design and Architecture or other relevant students

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: In this course different sorts of materials and their characters will be introduced. The students should investigate materials market as well as buildings. They should understand the physical character, texture and psychology significance of the materials.

Aims of the Course:

- 1. Demonstrates and analysis the sorts of architecture materials so that the students could understand the character and process of different materials.
- 2. Combine the practical projects with market survey and theoretical research.
- 3. Widen students the view in interior frontier field.

Syllabus Outline:

- 1. Brief introduction.
- 2. Architectural stone materials.
- 3. Architectural ceramics materials.
- 4. Architectural glass materials.
- 5. Architectural paint materials.
- 6. Architectural plastic materials.
- 7. Architectural metal materials.
- 8. Architectural wooden materials.
- 9. Architectural textile materials.
- 10. The application of architectural decoration materials.
- 11. The process, technology and details.

On complication of this course, the students will be able to:

- 1. Demonstrate an understanding about materials' physical and artistic characters.
- 2. Demonstrate the exploration of range of approaches to material research.
- 3. Demonstrate the ability to evaluate or respond to the projects brief and formulate appropriate approaches.
- 4. Apply fundamental material and conceptual development through a transparent iterative process.

8. Economics of Transition and Emerging Markets - China

Course Code: BUS2004

Pre-requisites: DHU Credit: 2

Campus: Yan'an Road Campus

Course Description:

This course will give you an opportunity to learn about transition process from the centrally planned economy to market system. We will cover briefly the market reforms made by other countries. The core focus of this course will be Chinese's Transition, growth and history of its market reforms.

- 1 Syllabus Explanation and Course Introduction, Some Basic Concepts
- 2 Centrally planned economy: its origins, evolution and collapse
- ✓ Origins of a centrally planned economy, its major characteristics, evolution, attempts of its reform and history of its collapse
- ✓ Agenda of market transition in 1990s and its major components such as macroeconomic stabilization, domestic and external liberalization, and privatization
- 3 Post-communist transition and its outcomes
- ✓ Political economy of transition, controversies over a transition strategy, and first results of transition (at the end of 1990s)
- ✓ Market and democracy, interrelations between economic and political transition and the role of external actors in transition process.
- 4 The role of external actors in post-communist transition and economic reforms in Asia
- ✓ The role of EU integration process in transition of countries of Central and Eastern Europe, transition economies in early 2010s
- ✓ Specifics of Chinese transition and its major stages, market reforms in other Asian countries (Vietnam, Laos, Cambodia, Myanmar, Mongolia, India)
- ✓ MID Term
- 5 Emerging markets and their role in global economy
- ✓ Causes and consequences of emerging market-crises in 1980s and 1990s, impact of the global financial crisis of 2008-2009 on emerging-market economies, the increasing role of Emerging-market economies in the global economy.
- 6 Traditional Chinese Economy
- ✓ Chinese Economy Before 1949, Land forms, Climate and Water, Provinces and Regions, Mineral Resources
- ✓ Traditional Agriculture, The commercialized countryside, The beginning of Industrialization, 192 -1937, War and Civil War, Legacies of Pre- 1949 Economy
- 7 The Socialist Era, 1949 1978; Big Push industrialization and policy instability
- ✓ The Big Push Development Strategy, The command Economic system
- ✓ Policy instability, Legacies of the socialist period
- 8 Chinese Market Transition; Strategy and Process
- ✓ Chinese Approach to transition, How did reform start? The initial break through countryside, A two phase framework of economic reform

Elements of China's Transition, China's Transition Through 1992, The Tiananmen Interlude, The second

Phase of reform, 1993 - Present

Final Exam

9. 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

Campus: Yan'an Road Campus

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.

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

10. Strategic Management

Course Code: BUS2005

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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. International Finance: Principle and Simulation

Course Code: BUS2006

Pre-requisites: Economic Principle; Basic Accounting

DHU Credit: 2

Campus: Yan'an Road Campus

Course Description: In an increasingly competitive market, CEOs and CFOs are looking for ways to minimize cost, maximize competitive advantage and to be effective global financial managers. The course shows what the balance of payment and it relate to the exchange rate and overall economic transactions, analyzes the effects of exchange-rate changes, and focuses attention on the importance of managing exchange rate risk. This involves forecasting exchange rates and taking measures to protect against potential unfavorable development. Questions about RMB or other currencies will be considered as cases. Specially, we provide accounts for students to invest in FX. On successful completion of this course students should be able to:

- Basically understand the theory, institutions and environment of international finance, investment and management.
- Know the conception of foreign exchange, foreign exchange market and foreign exchange exposure.
- Know how to join the foreign exchange trading in real world by simulation.
- Apply international finance concepts, theories and techniques into new situations.

The class activity will be a combination of the following: lecturing, discussion in class, group presentation on the related topics, and practice in FX operation.

Grading policy:

• Class Attendance and Topic Discuss in class: 10%

• Group Presentation: 20%

• INVESTMENT SIMULATION (Foreign Exchange) 20%

● Final exam:50%

12. 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.

13. 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

14. Critical Thinking and Critical Reasoning

Course Code: BUS2010

Pre-requisites:

DHU Credit: 2

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, analyse 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 form 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.

15. International Trade

Course Code: BUS3001

Pre-requisites: Introduction to Business, Macroeconomics, Microeconomics

DHU Credit: 3

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 based on final exam and course report.

17. E-commerce in China

Course Code: BUS3004

Pre-requisites: DHU Credit: 3

Campus: Yan'an Road Campus

Course Description: In this course, we will focus on concepts that will help the students understand and take advantage of the evolving world of opportunity offered by e-commerce, which is dramatically altering the way business is conducted and driving major shifts in the global economy. In addition to explaining the history of the Internet and World Wide Web as backbones for e-commerce, we will discuss business models online companies use to monetize on their operations, and will use, as case studies, a number of companies that the students are likely to encounter on a daily basis in an everyday life, such as Facebook, Google, Twitter, Amazon, YouTube, Pinterest, eBay, as well as Chinese giants such as Alibaba and Tencent, and their daughter companies. We will also have up-to-date coverage of the key topics in e-commerce today, from privacy and piracy, to government surveillance, cyberwar, social, local, and mobile marketing, Internet sales taxes, intellectual property, and more.

18. 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	The clear understanding of both Supply Chain Management and logistics.
Logistics in China	The Logistical value proposition.
	The work of Logistics
	Logistical integration objectives
Logistics in China	Supply chain synchronization.
Procurement & Manufacturing in China	Procurement perspectives.
	Procurement strategies.
	E commerce and procurement
Procurement & Manufacturing In China.	Manufacturing perspectives
	Manufacturing strategies.
	Lean and Six Sigma
	Logistical interfaces
Information Technology	Supply Chain Information Systems
	ERP Data Warehouse
	Enterprise planning and monitoring
Information Technology	Supply Chain compliance
	Communication technology
	Software as a service.
Free subject	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	Modes of transportation
	Transport principles.
	Transport participants
	Transport participants Transportation regulations
Transportation Operations in China Warehousing in China	Transport Economics and Pricing
	Documentation
	Logistical integration
	Strategic Warehousing
	Warehouse operations
	Warehouse Management Systems
	Warehouse ownership arrangements
	Layout of warehouse
Global Supply Chains	Global economies
	Global Supply Chain integration
	Global sourcing
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	Summaries and Assignment evaluations Final Evans
	• Final Exam

Evaluation will be based on Individual assignments (10%), Final exam (80%), and attendance and participation (10%)

19. Fiber Science

Course Code: ENG3001
Pre-requisites: none

DHU Credit: 3

Campus: Songjiang Campus

Course Description: This course will give the introduction to the basic concepts in fiber science, characteristics of individual fibers, latest development in fiber science and engineering, and yarns and

fabrics. The main contents and the class hours are:

Introduction, classification and definition of fibers

✓ Molecular, micro and macro structures of fibers

Morphological properties of fibers

 \checkmark Moisture absorption properties of textiles

Mechanical properties of fibers

First test

✓ Thermal, optical, and electrical properties of fibers

Structures, properties, and identification of commodity textile fibers

✓ Introduction to newly developed and high performance textile fibers

✓ Classification and structure of textile yarns

Mechanical properties of textile yarns

✓ Second test

Classification of textile fabrics

Performance properties of fabric for apparels \checkmark

Textile testing and quality evaluation

Final exam

20. 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.

21. Industrial Textile

Course Code: ENG3004

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Pre-requisites: this is an advanced course for M.S. students in any textile and materials related fields.

DHU Credit: 3

Campus: Songjiang Campus

Course Description: This lesson focus on both research progress and practical application of the industrial fibers, fabrics and composites, majorly concludes five parts:

- Functional fiber, fabrics and textile product;
- High performance fiber and composites;
- Nano-fiber, Nano-coating, Nano-composites;
- Interface and interphase property of industrial textiles;
- Protective fabric and clothing, protective mechanism and examples.

22. Composite Materials

Course Code: ENG3006

Pre-requisites: DHU Credit: 3

Campus: Songjiang Campus

Course Description: Textile structure reinforced advanced composites are the best candidates for many important applications in aerospace, transportation, civil infrastructures, and sporting goods industries. The materials and manufacturing processes used for composites are introduced. Basic testing and analysis methods of mechanical and other properties of composites are included.

At the conclusion of this course, you should be able to:

- Describe the properties and problems of main types of high performance fibers and matrices used in composites. Select right fiber-matrix combination for a particular end use. Identify potential problems that may be encountered in some end uses.
- 2. Explain the effect of fiber-matrix interface or interphase on composite performance. Analyze the stress distribution on interface along the fiber length. Select interface modification method for a particular combination of fiber and matrix.
- 3. Describe major textile preform structures used in composites including their advantages and disadvantages, and how they are made. Calculate theoretical volume fractions for each type of preforms. Select right type of preform for a particular end use. Explain the effect of fiber orientation and fiber volume fraction on composite mechanical properties.
- 4. Describe major processing methods in fabrication or consolidation of composites including their advantages and disadvantages. Select adequate consolidation method for a particular end use. Explain the effect of operating parameters such as curing temperature, pressure, and curing time. Fabricate composites using hand lay-up, vacuum bagging, and resin transfer molding in laboratory. Design and fabricate a composite structure for a selected end use.

5. Understand basic concepts of mechanics of composite materials and be able to do simple stress analysis in composites

23. 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 serials of experiments.

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

24. 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%).

25. 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%).